35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

OCTOBER 9, 1961

Advertisers reveal more tv buying secrets at FCC's New York hearing 29

H-R Reps takes the paper work out of billing with new forms 74

Diagnosed: the cost anatomy of a television spot campaign 42

Broadcasters pinpoint shortcomings in FCC's proposed program forms 54

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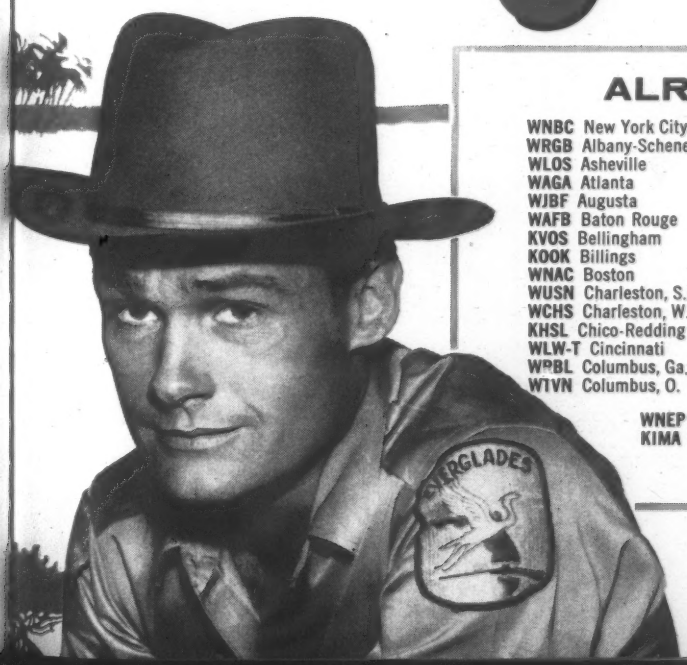
NEVER A SHOW WITH SO MUCH *GO!*

"Everglades"

LAW-ENFORCEMENT DRAMAS IN THE SUN-WASHED TROPICS!



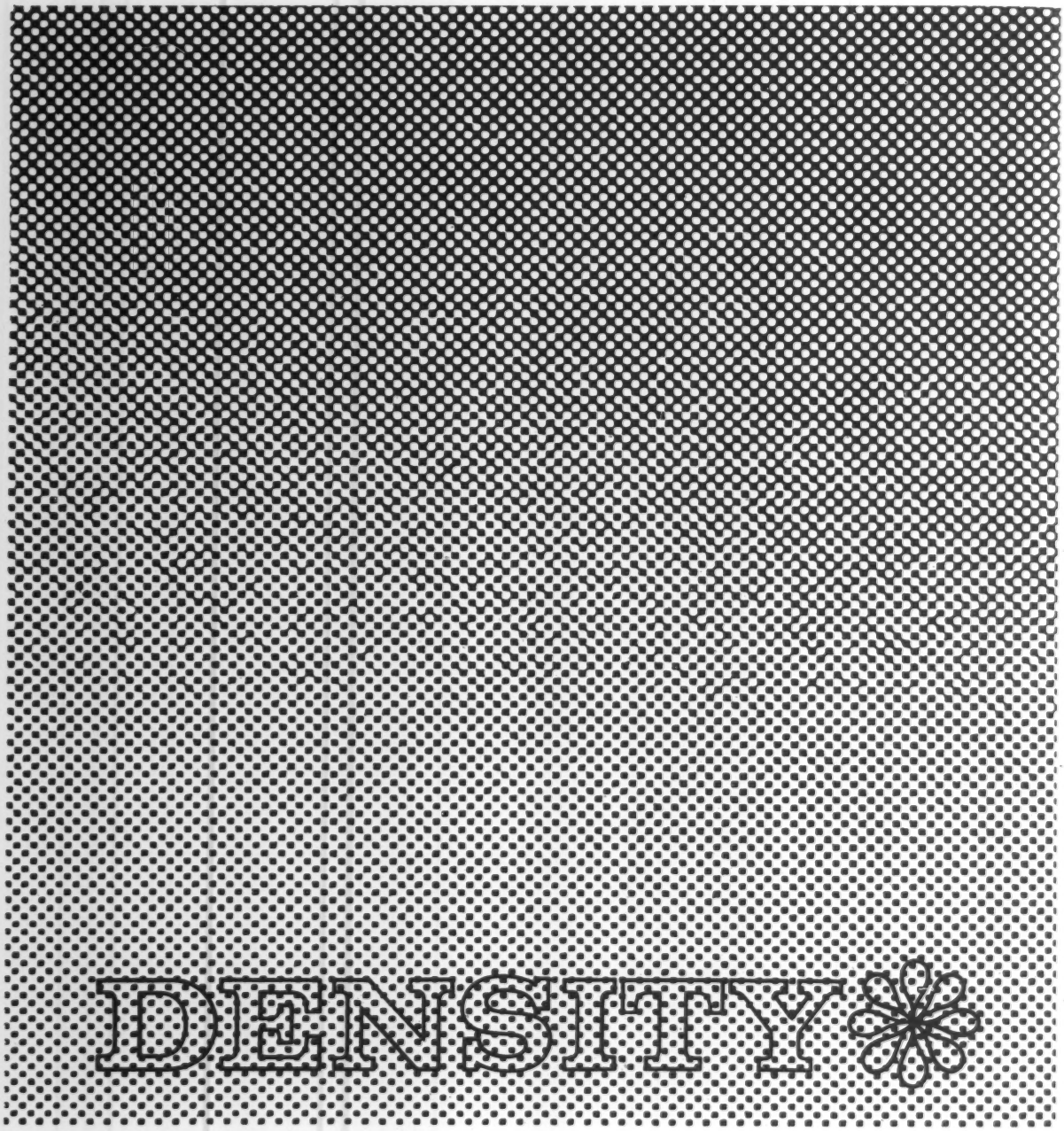
ALREADY BOUGHT BY:

WNBC New York City
WRGB Albany-Schenectady
WLOS Asheville
WAGA Atlanta
WJBF Augusta
WAFB Baton Rouge
KVOS Bellingham
KOOK Billings
WNAC Boston
WUSN Charleston, S.C.
WCHS Charleston, W.Va.
KHSL Chico-Redding
WLW-T Cincinnati
WRBL Columbus, Ga.
WTVN Columbus, O.
WCID Danville
WHIO Dayton
KLZ Denver
KELP El Paso
KEZI Eugene
WBTW Florence
KJEO Fresno
WINK Ft. Myers
WKJG Ft. Wayne
KNOX Grand Forks
KREX Grand Junction
WTIC Hartford-New Haven
WLBT Jackson, Miss.
WLEX Lexington, Ky.
KLEW Lewiston
WDSU New Orleans
WVEC Norfolk
WDBO Orlando
KEPR Pasco
KGND Pembina
WRCV Philadelphia
KTVK Phoenix
WCSH Portland, Me.
KGW Portland, Ore.
KREM Spokane
WCTV Tallahassee
WTVT Tampa
KGUN Tucson
KLIX Twin Falls
WRC Washington, D.C.
WNEP Wilkes-Barre-Scranton
KIMA Yakima
WJAC Johnstown-Altoona
KRCA Los Angeles
and many more

RON HAYES stars as Constable Linc Vail, deep in the Everglades.

United Artists

ZIV



Compact, close, crowded . . . Providence,
the "Must Buy" market . . . where fresh sales impact springs from the coverage dominance of WJAR-TV. Programmed to penetrate, WJAR-TV reaches more homes, more people, in the most compact, close, crowded market in the country with a showmanship that translates advertising into sales for coverage conscious sponsors.

ARB 1960 TV Homes

WJAR-TV

NBC · ABC

Represented by
Edward Petry & Co. Inc.

WWL-TV
NEW ORLEANS

It's Agreed!
WWL-TV Programming means Quality - Integrity - Imagination and above all - ACCEPTANCE

PUBLIC SERVICE ACCEPTANCE: Ninety-minute local production of Julius Caesar, programmed in prime time, received overwhelming acclaim! " . . . the type of television that should be encouraged and supported . . . something different, something of quality," Bob Sublette, New Orleans States-Item Television Critic. And national recognition—Robert Guy, WWL-TV Program Director and producer of Julius Caesar, is invited to lecture at Pittsburgh's WQED, the Nation's most outstanding Educational Television Station.

NEWS ACCEPTANCE: WWL-TV News Director Bill Reed swept the TV news awards of the New Orleans Press Club. "Year's Best News Story"—"Year's Best Feature Story"—"Year's Best Running News Story."

FARM PROGRAM ACCEPTANCE: WWL-TV Farm Director George Shannon's "Spotlight on Dairying" program acclaimed as the "Nation's Finest" by the National Milk Producers Federation. WWL-TV is the *only* New Orleans television station with a full time Agricultural Department.

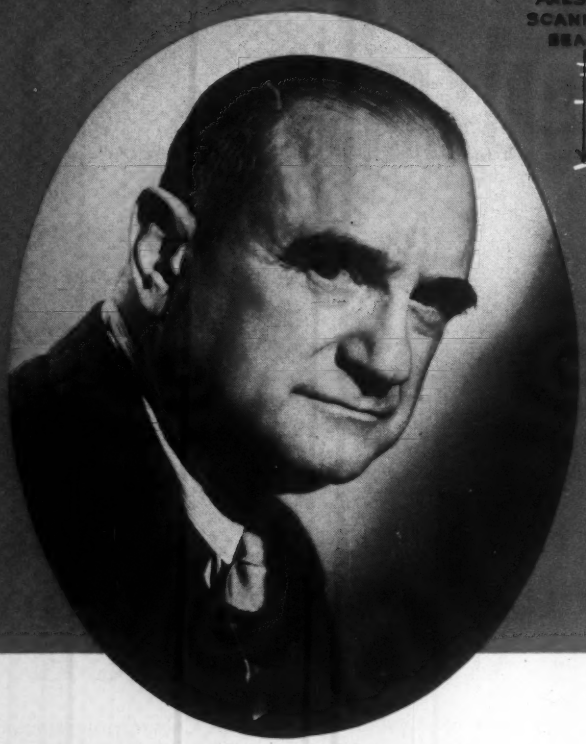
SPECIAL EVENTS ACCEPTANCE: WWL-TV Special Events Director Mark Hepler awarded a CBS Fellowship at Columbia for 1961 for his outstanding achievements in public service and special events programming. WWL-TV is proud to have won this award for the 2nd time in 3 years.

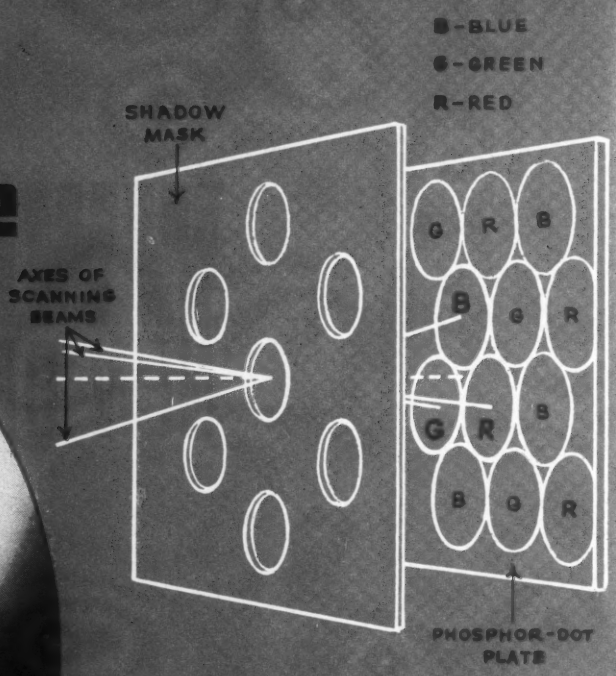
COMPETITION'S ACCEPTANCE: The Editor of the New Orleans Times-Picayune requested a repeat performance of a "Channel 4 Reports" program on the school integration crisis. Request granted, of course, again in prime viewing time.

WWL-TV
NEW ORLEANS

REPRESENTED NATIONALLY BY KATZ AGENCY

Pioneer in public service





Dr. Alfred N. Goldsmith: His inventions include important techniques with respect to the shadow-mask color tube, three-gun color television systems, and ultrasonic receiver-control equipment.

WGAL · WGAL-FM · WGAL-TV have pioneered in the development of mass communications. Established in 1922, 1944, and 1949, respectively, these stations have been and are dedicated to serving all listeners in the cities and communities throughout their coverage areas.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Gross tax scuttled

On 4-2 vote, FCC last week scuttled proposal to charge broadcast stations .4% of gross revenues annually as part of fee structure designed to recoup entire $13 million government appropriation for commission (BROADCASTING, July 10). Opposing rule-making were Commissioners Rosel Hyde, John Cross, Robert Bartley and T. A. M. Craven; favoring it were Chairman Newton N. Minow and Robert E. Lee.

FCC, however, instructed staff to come back with new filing fee proposal designed to recoup administrative costs only. It would be pegged on flat filing fee—amount as yet undecided—for applications in all types of services. Old plan killed last week would have charged $600 for new tv applications and transfers and $300 for am-fm applications in addition to tax on gross revenues.

Fusion of awards ahead?

Consolidation of plethora of awards into single event sponsored by seven award-making groups and to be called "Broadcast Awards" is actively under consideration at instigation of Radio & Television Executives Society in New York. If project is successful, single awards dinner would be arranged beginning in spring of next year. Included in group would be Peabody, Ohio State, NAB, American Women in Radio & Television, Broadcast Pioneers, American Tv Commercial Festival and RTES. Peabody heretofore has presented its awards in conjunction with RTES but has been negotiating with Broadcast Pioneers for annual dinner arrangement.

Project motormanned by Matthew J. Culligan (director, Interpublic Inc.), RTES president, if implemented, would entail reduction in and division of award categories by participating organizations, with each selecting own award winners as in past. Network exposure of awards dinner would be sought. Outside scope of plan are talent awards such as "Emmy" of Academy of Television Arts & Sciences, TV Guide *and others in pure performing category.*

All's well at NBC

It wasn't announced, but Chairman Robert W. Sarnoff, President Robert E. Kintner and other NBC officers were re-elected Friday at October board meeting. These elections come up annually, but Friday's were given extra significance as answer to recurrent reports, always denied but unusually rampant earlier last week, that Mr. Kintner might be moving to another post. Board reportedly also approved plan for sale of Hudson Theatre in New York, which had generated fireworks among Broadway people who opposed idea of its being taken out of theatrical use and torn down for parking garage (BROADCASTING, Oct. 2).

Publicker list grows

Publicker Industries' two-month-old broadcast campaign for Old Hickory Bourbon and Philadelphia White Label whiskey brands is still claiming new stations, but at slower rate than before. Some 80 radio stations—high 50s for Hickory and 25-30 for White Label—are now taking commercials. This is about 25-station increase from lineup at campaign's start on Aug. 5 (BROADCASTING, Aug. 21). Indications are campaign will continue for both brands, with renewals for present stations getting approval as they fall due (most come up for renewal in November).

FCC revamps skull session

Armed with new law, FCC will hold special meeting today (Monday) on reorganization of agency to expedite its work. Staff prepared document under supervision of Assoc. General Counsel Henry Geller, in which all bureaus participated, recommends three-man staff review board but names no names. Chairman Newton N. Minow is anxious to implement reorganization but, unofficially at least, is meeting resistance from some other members who are counseling a go-slow approach.

New AAAA head

Close security surrounds his identity, but new president-elect of American Assn. of Advertising Agencies is expected to emerge from AAAA's next board meeting, Oct. 18 at Coronado, Calif. Committee to choose successor to Frederic R. Gamble, who is scheduled to retire next April 30 after 33 years of running association, has been at work for year or more, assisted much of that time by management consultant firm of Booz, Allen & Hamilton (CLOSED CIRCUIT, May 8). Committee is now reported set to submit its nomination for board's approval.

How they voted

How did FCC vote in granting application of WTSP-TV Inc. for ch. 10 at Largo (Tampa-St. Petersburg) on Sept. 27? Customarily FCC does not give division when announcing instructions to Opinions & Review staff until such time as final action is taken on written opinion. Well-circulated report around Washington last week was that in this controversial case involving six applicants, five members of FCC divided as follows: Craven, Lee and Cross for WTSP Inc.; Minow and Bartley for City of St. Petersburg (now operating uhf ch. 38 WSUN-TV). Commissioner Ford did not vote. Commissioner Hyde was out of town.

Clyne's peregrinations

C. Terence Clyne tomorrow (Oct. 10) officially winds up his seven-year contract as vice chairman of McCann-Erickson Adv. and chairman and general manager of M-E Productions. He continues, however, as consultant to M-E Productions until 1972. While he has not announced plans, Mr. Clyne has made several trips to Washington for conversations with State Dept. and other government agencies in external affairs and may get appointment or consultancy. If he returns to private business, it's known he has proposals from two large tv-radio advertisers as well as from several agencies in top management.

Prestige promotion

Surprise feature of NAB fall conference series, opening today (Oct. 9) in Dallas, will be preview of public relations series titled *Meet the Man.* Project is built around radio-tv interviews with prominent government leaders. NAB President LeRoy Collins is interviewer. Proposed series will be made available to NAB radio and tv members for local broadcast. Pilot to be shown at conference will feature Secretary of Commerce Luther Hodges and Sen. Everett Dirksen (R-Ill.). Episodes include public service announcements by Gov. Collins promoting broadcasting industry.

Tennessee treatments

FCC Commissioner Rosel Hyde's "get on the ball" exhortation, opposing program guidelines edict by FCC (BROADCASTING, Oct. 2) won standing ovation from 150 broadcasters attending Tennessee Assn. of Broadcasters convention in Chattanooga. At same meeting, NAB's recently appointed No. 2 executive vice president, Vincent T. Wasilewski, was bombarded with questions about approach and philosophy of NAB's new president, LeRoy Collins.

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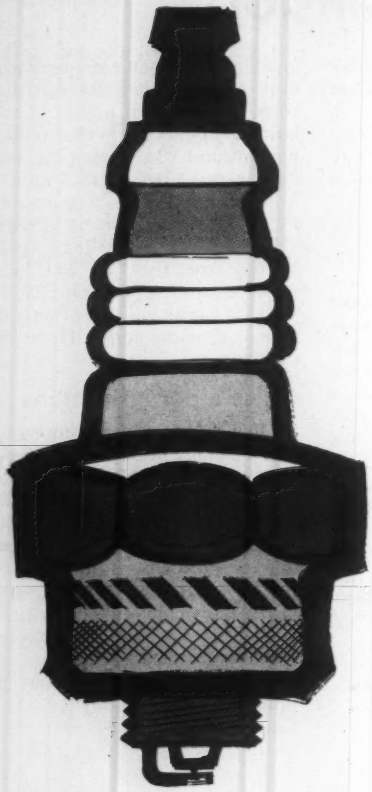

T because Toledo is P different from Philadelphia . . .

and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of each community . . . making it local in every respect. Result? Both WSPD-TV* and WSPD-RADIO† rate first in Toledo . . . WIBG dominates Philadelphia in all surveys! . . . Further evidence that Storer quality-controlled, *local* programming is liked, watched and listened to. Storer representatives have up-to-the-minute availabilities. ***Important Stations in Important Markets.***

**Nielsen—June 1961*
†*Pulse—July-August 1961*

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	WHEELING WWVA	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

WEEK IN BRIEF

Buying secrets of big television advertisers continued to unfold last week as FCC resumed its New York hearings on programming. Sponsors tell how they avoid offending viewers and sell products. See lead story . . .

FCC HEARS SUCCESS SECRETS . . . 29

Uhf's best friend, FCC Commissioner Robert E. Lee, in letter to House committee, expresses opposition to any plan of delaying deintermixture plans while uhf is being studied in New York field experiments. See . . .

FCC UHF PLAN DEFENDED . . . 62

They had a deadline deluge last week at the FCC. Over 150 comments were filed by broadcasters who challenge the commission's asserted rights in its proposed program rules and find new logging-form provisions burdensome. See . . .

COMMENTS DELUGE FCC . . . 54

It's really quite difficult to evaluate the effectiveness of advertising but it can be done. At least that's the way the experts felt at Advertising Research Foundation's seventh annual conference in New York. See . . .

NEEDED: PRECISE DATA . . . 40

Paper work headaches, common affliction of tv station personnel, should diminish under an automated system adopted by H-R Television. Increased efficiency and accuracy found in WMAL-TV Washington tests. See . . .

H-R CUTS PAPER WORK . . . 74

Agency and media people in Minneapolis-St. Paul are telling everything—about each other. Regional study shows how buyers feel about media salesmen. And it shows how salesmen feel about treatment from buyers. See . . .

AGENCY-MEDIA DEALINGS . . . 46

In the news again—network option time. A perennial on the FCC's docket, this controversial practice is defended as usual by networks and opposed as usual by KTTV Los Angeles, which sees antitrust aspects. See . . .

OPTION TIME COMMENTS . . . 68

With atoms buzzing overhead in case of a shootout war, broadcasters could go underground. Two radio stations already have plans for duplicate facilities they figure will be safe from fallout and such. See . . .

TWO UNDERGROUND PROJECTS . . . 77

As is customary at the start of a new broadcast season, program ratings are getting unusually close attention. ARB submits extensive reports covering prime-time shows measured by its new overnight Arbitron. See . . .

RATINGS FOR NEW SEASON . . . 90

The Great Debates are in the spotlight again. Last week President Kennedy named a nine-man committee to study the costs of financing presidential campaigns and ways of providing money for candidates. See . . .

NETWORK HEADS SEE JFK . . . 66

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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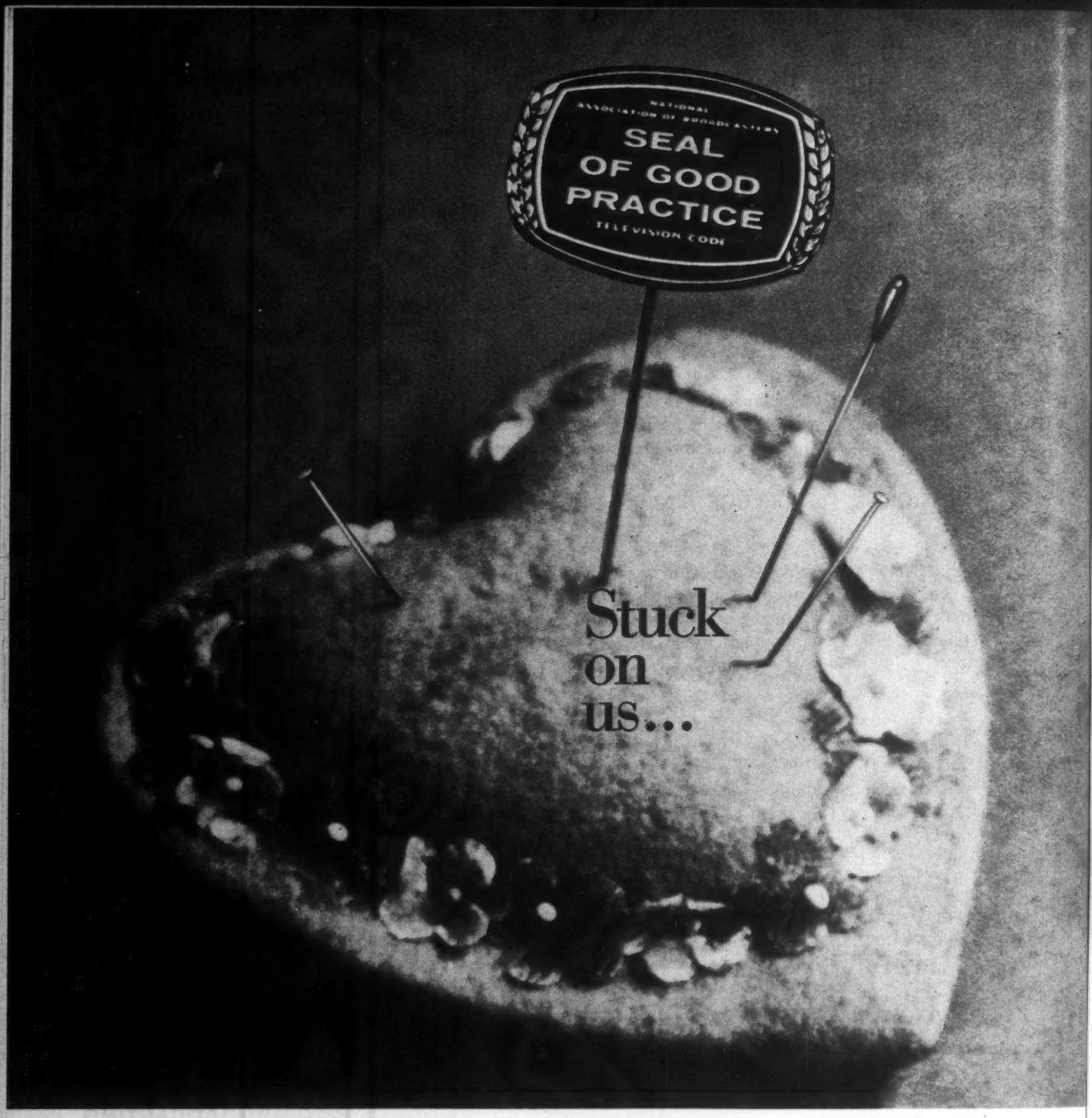
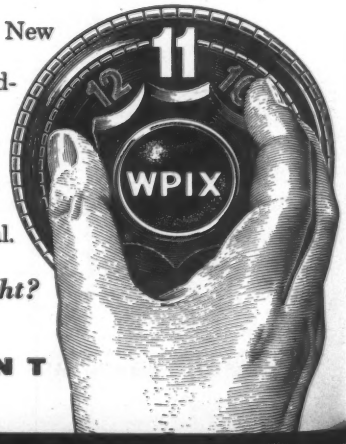
Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front of magazine.



We don't believe in hiding honors under a bushel. Particularly this one. WPIX is the *only* New York independent TV station qualified to display the National Association of Broadcasters' *Seal of Good Practice*. It's far from being an empty honor – it has real and valuable meaning for *you*, our advertisers. It is an assurance of *specific* higher standards of programming and commercial practices. WPIX is the only independent *with* the Seal.

Where are your 60-second commercials tonight?



NEW YORK'S PRESTIGE INDEPENDENT

AT DEADLINE

Advertiser testimony completed in N. Y.

Witnesses from Texaco, Ideal Toy and National Biscuit testified Friday at last day of national advertiser phase of FCC inquiry into network tv program practices (see story, page 29). Networks themselves will be called in final hearing, tentatively scheduled for early January in Washington.

Kerryn King, vice president and assistant to board chairman, Texaco Inc., stated Texaco's policy regarding sponsorship of entertainment programs is reverse of position in news programs. Referring to Texaco sponsorship of NBC-TV's *Huntley-Brinkley Report,* Mr. King said, "We maintain hands-off position." On other hand, policy for entertainment shows varies from program to program, Mr. King said. "We have reviewed the complete script in advance of the production of the [entertainment] program and indicated our approval or disapproval of the proposed material. Our policy is to evaluate each specific program on its merits before we decide to sponsor it."

Mr. King said Texaco insists on right to suggest changes in entertainment programs, but that in four-year period covered in inquiry "We have not made or suggested a single change."

Melvin Helitzer, advertising director, Ideal Toy Corp., dealt with televising of children's programs. He said more than 90% of Ideal ad budget, representing "in excess of $2 million," goes to tv advertising, bulk in tv spot in 35 major cities.

Ideal, Mr. Helitzer said, follows principle of not being involved directly with production of tv program. "We have advertised and will continue to advertise only on programs which we believe are wholesome and in good taste for the audience to which they are directed."

Harry F. Schroeter, director, general advertising department of National Biscuit Co., listed four chief considerations for company's network program selections: (1) subject matter and treatment; (2) production quality; composition and geographical scope, and (4) costs, total and on cost-per-thousand basis.

Mr. Schroeter said marketing requirements determine Nabisco's program commitments and that its range of products dictates use of programs which reach family audiences in all population segments. Nabisco's program agreements with networks usually give privilege of editorial comment which in practice is exercised only nominally by Nabisco's ad agencies.

JFK accepts Chauncey bid

Tom Chauncey, president-general manager of KOOL-AM-FM-TV Phoenix, got thrill of his life last Friday—telegram from President John F. Kennedy. Addressing Arizona broadcaster as chairman of committee to observe 50th anniversary of Sen. Carl Hayden (D-Ariz.) in national legislature, President accepted invitation to attend dinner in Phoenix on Nov. 17. President wired he is looking forward to being present "on this historic occasion in the service of a great American."

Paramount 'milking' charged in pay tv deal

Norman S. Robertson, director of Famous Players Canadian Corp. Ltd., parent company of Trans-Canada Telemeter, operator of wired pay-tv franchise in Etobicoke, Canada, has resigned because of what he said were efforts by Paramount Pictures to "milk" his company. Paramount has 51% share of Famous Players, and owns International Telemeter Co., developer of wired pay-tv system.

Mr. Robertson, who was Famous Players' director for 20 years, claims 20-month-old pay-tv test is losing $11,000 a week in Etobicoke. He says Paramount is deluding Canadian company shareholders, who have not been kept aware of losses.

Paramount officials in New York said Friday (Oct. 6) that losses are open knowledge, but admit precise figures have not been publicly revealed. They point out that Paramount stockholders meeting in June dealt with subject at length.

In formal statement, J. J. Fitzgibbons, president of Famous Players, expressed regret that "impatience and misinformation" motivated Mr. Robertson. He said that "size of plant" in Etobicoke—which is designed to ultimately service 400,000 tv sets, but which now reaches only 5,800 sets—and "high initial costs" do not permit operation to be "self-supporting on its present narrow base."

Mr. Fitzgibbons also said that since Jan. 1, 1961, International Telemeter, which before that date had assumed certain costs, has been assuming "all further expenses" of experiment.

Industry spokesmen ask form changes

Industry spokesmen, under auspices of NAB, asked for new changes in proposed programming and logging forms in spirited exchange with FCC *en banc* Friday (Oct. 6). Specifically, 15 radio-tv leaders asked for deletion of following questions:

Classification of programs by categories (proposed by Dwight Martin of WAFB-TV Baton Rouge without backing of NAB); efforts to determine needs of locality served; breakdown of maximum number of commercial interruptions per hour; distinction between sustaining and commercial programming; amount of time devoted to local news; efforts to develop local talent; steps taken for prior review of network programming, and live vs. recorded news and programming.

In closing statement delivered for him by George Hatch of KALL Salt Lake City, NAB President Gov. LeRoy Collins said commission does not need all detail it is requesting. In trying to weed out small percentage of broadcasters who do not provide public service, FCC is placing undue burden on all broadcasting, Gov. Collins maintained.

Mutual announced Friday its affiliates have suggested FCC "carefully probe the economic abilities of communities to support broadcast activities in their areas as one way to offset bad programming practices."

Other MAAC points: recommended forms are "too elaborate, too costly and, accordingly, unfair to most licensees"; tests indicate proposed changes would increase station overhead by $3,000 to $10,000 or more; that this extra cost would force some stations to curtail spending for creative programming and additional community services.

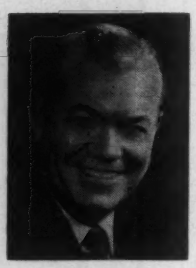
Comments filed on tv option time

Pros and cons of network option time filed at FCC Friday to meet deadline for comments (story page 68):

Station Representatives Assn. held "effective network operation is possible without option time." Recommending FCC curtail networks' power, SRA asked for per-unit compensation rule to prohibit rising scale of compensation from network to affiliate on basis of hours carried (as now proposed by CBS-TV). SRA further suggested network renewal and cancellation terms

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Griffin

Lloyd Griffin, vp-television director, Peters, Griffin, Woodward, New York, elected to new office of president - television (CLOSED CIRCUIT, Oct. 2). **H. Preston Peters,** who continues as president and chief executive officer, said new title "more accurately describes" Mr. Griffin's responsibilities. Following war-time period with Office of War Information, Mr. Griffin joined PGW in Chicago in 1945, became vp in 1946, director during following year and elected partner in 1949. He transferred to New York headquarters in 1951. Before World War II he was with several radio stations and for seven years with Knox-Reeves Adv., Minneapolis.

Mr. Rittenber

Morris Rittenber appointed president of NBC Films, division of NBC Enterprises. Mr. Rittenber joined NBC in March, 1953, from U.S. Department of Labor. Starting as manager, financial planning, NBC-TV, he moved to sales department in March, 1956, as manager of sales development. He became manager of special program sales in May 1957.

Leo Burnett Co., Chicago, announces major executive changes following decisions of **William T. Young Jr.** to retire from presidency and **Richard N. Heath,** until now chairman of executive committee, to retire from agency at end of this year. Mr. Young will continue partly active (story page 38). Board Chairman Leo Burnett continues as chief operating officer.

Mr. Ballin

Robert Ballin, vp, Sullivan, Stauffer, Colwell & Bayles, named head of agency's Hollywood office effective Nov. 1. **Jack Van Nostrand,** vp, who has been in charge of office, will continue as consultant for SSC&B on tv programs handled by agency and originating in Hollywood. Before joining SSC&B in 1956, Mr. Ballin was vp on Ford account in J. Walter Thompson's radio-tv department. Previously he was with Foote, Cone & Belding and at Ruthrauff & Ryan. At latter, he was director of Jack Benny radio show.

For other personnel changes of the week see FATES & FORTUNES

should be same as with all other program sources.

Westinghouse Broadcasting Co. asked that FCC (1) increase maximum authorized option hours to three per broadcast day segment; (2) restrict network programs (in three or more station markets) to those option hours (3) prohibit affiliation contracts with "incentive" or "penalty" rising scales.

NBC TV affiliates asked FCC not to change option-time status but that if it does, to allow one or two years trial period before final decision.

Minow calls on parents to monitor tv programs

FCC Chairman Newton N. Minow was awaiting first reaction at weekend to his appeal to nation's parents to help commission monitor television programs.

Writing in October *PTA* magazine, Mr. Minow said public should let commission know about broadcasters who misuse their privilege.

"We want to know if a broadcaster consistently rejects public affairs programming (or puts it on the air at 6 o'clock Sunday morning)," he said. "If offensive material is carried on the air, we should know its nature and the time it was broadcast."

But commission, he added, is also interested in public-spirited broadcaster who fulfills his responsibilities. He should be supported and cheered "for serving his country well," Mr. Minow said.

He urged PTA groups to keep informed of expiration dates of broadcast licenses and said that three-month period before renewal date is "strategic time" for public to review broadcasters' performance.

Still another starter

One more entry in timebuying central billing field will be announced this week—with extra services calculated to help agencies spend their clients' money more efficiently as well as assure stations of prompter payment.

It's Central Media Bureau, headed by ex-Remington-Rand systems experts in association with CEIR, which recently acquired American Research Bureau ratings firm. One service will keep agencies automatically informed —especially important for accounts with multiple agencies—as their buys on any station bring them toward new discount level where it would be more economical to buy few more spots than not.

MW&S reports merger with coast agency

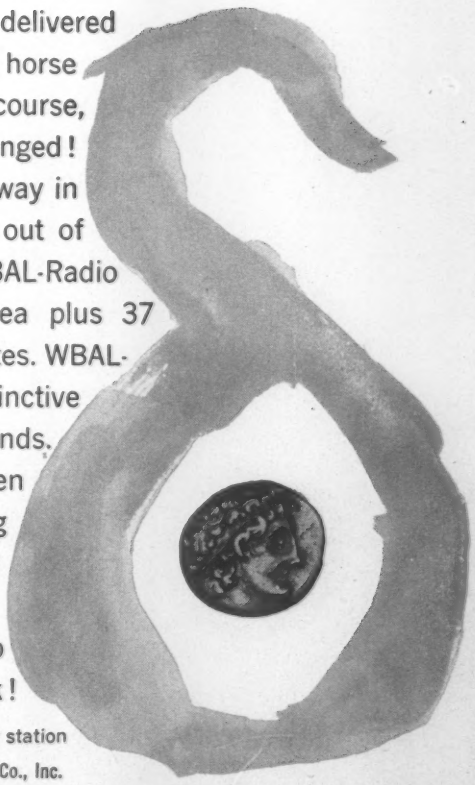
Mogul, Williams & Saylor Inc., New York, announced merger today (Oct. 9) with Davis, Johnson, Andersen & Colombatto Inc., Los Angeles (CLOSED CIRCUIT, Sept. 25). Merger agreement was reached through exchange of stock. MW&S acquires one-fifth interest in DJA&C and latter acquires equivalent value in MW&S stock.

Upon completion of stock transfer, name of west coast agency will be Davis, Johnson, Mogul & Colombatto Inc. Emil Mogul, MW&S president, will become director of DJM&C, and Henry Mayers director of MW&S. Effective date of merger is Nov. 1, thus ending several months of searching by Mr. Mogul for western office to handle "coast" end of two major MW&S accounts, Rayco Mfg. and Rootes Motors.

WMKE (FM) all-stereo start

WMKE (FM) Milwaukee was scheduled to start operation Oct. 9 as "the first all-stereo" station. Richard V. Steffen, president, said WMKE has operated 10 months "completely from stereo magnetic tape" and now would provide full multiplex stereo service from its tape library. A 14-hour daily operation is planned, with test broadcasts for servicemen and dealers opening schedule.

DRAG YOUR DRACHMS/ In ancient Greece a drachm delivered many things... a seat at a Sophocles play, a ride in a two horse chariot, a ticket to the Olympic games! Drachms, of course, aren't what they used to be... even the name has changed! But drachms, drachmas or dollars, they still go a long way in Baltimore at WBAL-Radio. WBAL-Radio takes the Greek out of station buying by translating these facts into sales: WBAL-Radio is powerful – dominating the entire metropolitan area plus 37 surrounding counties in Maryland and four adjacent states. WBAL-Radio is progressive – providing its listeners with a distinctive format of full range programming and music for mature minds. WBAL-Radio is productive – reaching more homes in a given week than any other Baltimore radio station, providing more unduplicated coverage in this market than any other station. If you want your advertising to deliver sales in Baltimore and Beyond, drag your drachmas to WBAL-Radio today... or call our reps and let them do your heavy work!



WBAL-RADIO BALTIMORE NBC Maryland's only 50,000 watt station

Associated with WBAL FM & TV / Nationally represented by Daren F. McGavren Co., Inc.

Nielsen's figures reveal the most eye-catching thing about the booming, bustling Jacksonville market . . . WJXT! Ever since Nielsen's first Jacksonville survey in 1959, WJXT has always had the top 25 programs in television homes reached. WJXT puts you on the map regionally, with 65 vs. only 39

REVEALING FIGURES

county coverage in all of North Florida/South Georgia. More coverage. More homes. More reasons why WJXT is the most efficient way to reach the largest number of people in this area!

WJXT 4

JACKSONVILLE, FLORIDA

Represented by TvAR

POST-NEWSWEEK STATIONS A DIVISION OF THE WASHINGTON POST COMPANY

What they see on WJAC-TV

THEY BUY!

In the Johnstown-Altoona market, the "hot" one is WJAC-TV! Happy sponsors say that WJAC-TV sells everything, and in large quantities, at that. It's easy to see why this is true. Both ARB and Nielsen rate WJAC-TV tops, month after month. And the people who watch WJAC-TV are people who buy. Why don't you cook up a great sales story by advertising your product on WJAC-TV?

For Complete Details, Contact:
HARRINGTON, RIGHTER AND PARSONS, INC.
New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

OCTOBER

Oct. 8-18—International seminar on instructional television, sponsored by Purdue U. in cooperation with UNESCO and the U.S National Commission for UNESCO. Purdue U., Lafayette, Ind.

*Oct. 9—**Hollywood Advertising Club.**, luncheon. Hotel Hollywood Roosevelt. Baseball day program.

Oct. 9-10—**Virginia AP Broadcasters Assn.**, Washington & Lee U., Lexington, Va.

Oct. 9-11—**National Electronics Conference**, International Amphitheatre, Chicago.

Oct. 9-13—**Audio Engineering Society, annual fall conference and technical exhibit. Hotel New Yorker, New York.**

*Oct. 10—**Broadcast Advertising Club of Chicago**, luncheon. Sheraton-Chicago Hotel. Speaker: Fairfax M. Cone, Foote, Cone & Belding on "The Two Publics of Television."

Oct. 10—Annual outing, **Federal Communications Bar Assn.** Golf, tennis, baseball game, cocktails and buffet supper. Woodmont Country Club, Rockville, Md. (Washington, D. C., area).

Oct. 10-11—**Texas Assn. of Broadcasters.** Speakers include Rep. Walter Rogers (D-Tex.); FCC Commissioner Robert T. Bartley; Harold Cowgill, consultant. Adolphus Hotel, Dallas.

*Oct. 11—**Radio & Television News Club of Southern California**, annual awards banquet. Greater Los Angeles Press Club.

*Oct. 11—**Western States Advertising Agencies Assn.**, dinner meeting. Nikabob Restaurant, Los Angeles. Speaker: Walter Guild, president, Guild, Bascom & Bonfigli.

*Oct. 12—**AMST**, special membership meeting. Chase-Park Plaza Hotel, St. Louis.

*Oct. 12—**Seventh Wisconsin Fm Station Clinic. Center Building, U. of Wisconsin.** Madison. Keynote speaker is FCC Commissioner Robert E. Lee.

Oct. 12-13—American Assn. of Advertising Agencies, central region, annual meeting. Ambassador West Hotel, Chicago.

Oct. 12-14—**Alabama Broadcasters Assn.**, fall meeting. U. of Alabama and Hotel Stafford, Tuscaloosa.

*Oct. 13—**Art Directors Club of Los Angeles**, meeting. Los Angeles Press Club.

Oct. 13—**Wisconsin AP Broadcasters**, fall meeting. Hotel Eau Claire, Eau Claire, Wis.

Oct. 13-15—American Assn. of Advertising Agencies, board of directors' meeting. Sheraton-Chicago Hotel, Chicago.

Oct. 14-15—**Missouri AP Radio-Tv Assn.** meeting, Kentwood Arms Hotel, Sprnigfield, Mo.

Oct. 15-18—American Assn. of Advertising Agencies, western region convention. Hotel del Coronado, Coronado, Calif.

Oct. 16—Deadline for entries in 17th annual exhibition of Western Advertising & Editorial Art, sponsored by the **Art Directors Club of Los Angeles.** For information write John Whyte, exhibition chairman, ADLA, 4315 W. 2nd St., Los Angeles 4.

Oct. 17-19—**Kentucky Broadcasters Assn.**, annual fall meeting. FCC Commissioner Frederick W. Ford, guest speaker. Phoenix Hotel, Lexington.

Oct. 18—**Pulse Inc. annual "Man of the Year Award"** to presidential news secretary Pierre Salinger at luncheon, Plaza Hotel, New York.

*Oct. 19—**National Academy of Television Arts & Sciences**, Hollywood chapter. Emmy awards for Los Angeles stations. 8 p.m., Hollywood Palladium.

*Oct. 19-21—**National Educational Television & Radio Center**, fall meeting of affiliated stations' managers. Barbizon Plaza Hotel, New York City.

Oct. 19-21—**Advertising Federation of America**, 3rd district convention. Jack Tar Hotel, Durham, N. C.

Oct. 20-22—**American Women in Radio & Television**, Pennsylvania conference. Penn-Sheraton Hotel, Pittsburgh .

Oct. 20-22—**American Women in Radio & Television**, west-central area conference. Lassen Hotel, Wichita, Kan.

*Oct. 22-26—**National Assn. of Educational Broadcasters**, Marriott Motor Hotel, Washington, D. C. Speakers include FCC Chairman Newton N. Minow; Oscar Reed, Jansky & Bailey and Leonard Marks, Cohn & Marks, in panel on FCC problems. Other panels: instructional broadcasting, teaching and research, programs and production, technical developments, international broadcasting.

*Oct. 23—**Hollywood Advertising Club**, luncheon. Hotel Hollywood Roosevelt, 12 noon. Lee Fondren, manager, KLZ Denver and AAW president, is speaker.

Oct. 23-26—National Assn. of Educational Broadcasters convention. **Marriott Twin Bridges Motor Hotel, Washington, D. C.**

Oct. 25-28—Sigma Delta Chi, 52nd national convention. Hotel Fontainebleau, Miami Beach, Fla.

*Oct. 26—**Federal Communications Bar Assn.**, luncheon with FCC Chairman Newton N. Minow as speaker. Washington Hotel, Washington, D. C.

Oct. 26-28—**Mutual Advertising Agency Network**, management meeting. Palmer House, Chicago.

Oct. 26-28—**North Dakota Broadcasters Assn.**, annual meeting. Holiday Spot Motor Hotel, Minot.

Oct. 27-29—**American Women in Radio & Television**, southwest area conference. New Orleans.

Oct. 27-29—**Advertising Federation of America**, women's midwest intercity conference. Commodore Perry Hotel, Toledo, Ohio.

Oct. 28-29—**Kansas AP Radio-Tv Assn.** meeting. Broadview Hotel, Wichita.

Oct. 28-29 — **Illinois News Broadcasters Assn.** fall convention. Hotel Custer, Galesburg.

*Oct. 30-31—**Central Canada Broadcasting Assn.**, annual meeting. Hamilton, Ont.

Oct. 30-Nov. 1—Annual radio fall meeting. jointly sponsored by **Institute of Radio Engineers** and **Electronic Industries Assn.** Hotel Syracuse, Syracuse, N. Y.

NOVEMBER

Nov. 2-3—**Ohio Assn. of Broadcasters**, fall

NAB fall conferences

Oct. 9—Hotel Adolphus, Dallas.
Oct. 13—Hotel Jefferson, St. Louis
Oct. 18—Hotel Utah, Salt Lake City
Oct. 20—Sheraton Palace, San Francisco
Nov. 10—Somerset Hotel, Boston
Nov. 13—Pittsburgh Hilton, Pittsburgh
Nov. 15—Hotel Leamington, Minneapolis
Nov. 20—Robert Meyer Hotel, Jacksonville, Fla.

Why KMSP-TV bought Seven Arts' Vol. II

Says Don Swartz:

"Having the largest library of feature film in Upper Midwest, we felt that the addition of Volume II of Warner Bros. 'Films of the 50's' would

REJUVENATE OUR POSITION

in the presentation of motion pictures.

"Advertisers are quick to sense the strong audience appeal of these Seven Arts feature films. Three days after buying Volume II, we were over 50% sold out on 'Picture of the Week' which we're initiating September 8th on Friday evenings at 10:30 p.m."

DONALD SWARTZ, President and General Manager
KMSP-TV, Minneapolis-St. Paul

Warner's films of the 50's... Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures—"Lolita", scheduled for Fall release...
Theatre—Tennessee Williams' "The Night of the Iguana"—Bette Davis, Margaret Leighton...
Television—Distribution of films for T.V., 20th Century Fox Films...
Literary Properties—"Disenchanted" by Budd Schulberg...
Real Estate—The Riviera of the Caribbean, Grand Bahama, in construction...

NEW YORK: 270 Park Avenue YUkon 6-1717
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DALLAS: 5641 Charlestown Drive ADams 9-2855
L. A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

convention. Columbus Athletic Club, Columbus.

Nov. 2-4—**Assn. of National Advertisers**, annual national meeting. The Homestead, Hot Springs, Va.

Nov. 3—Oral argument on **FCC's** option time proposals (rescheduled from Oct. 27).

*Nov. 5-8—**Broadcasters Promotion Assn.**, annual convention. James C. Hagerty, ABC news vp will be keynote speaker. Waldorf-Astoria Hotel, New York City.

*Nov. 6-7—**North Carolina Assn. of Broadcasters**, fall convention. Mid-Pines Club, Southern Pines.

Nov. 10—**California Broadcasters Assn.**, annual meeting. Mark Hopkins Hotel, San Francisco.

*Nov. 10—New deadline for comments in **FCC** rulemaking concerning major revision of fm broadcast rules, (extended from Sept. 5).

Nov. 10-12—**Advertising Federation of America**, 2nd district convention. Hershey Inn, Hershey, Pa.

Nov. 13-16—**Public Relations Society of America**, 14th national conference. Edward R. Murrow, director of USIA, to deliver keynote speech at opening session. Hotel Shamrock-Hilton, Houston (first three days); Mexico City (last day).

Nov. 14-16—**IRE**, Mid-America Electronics Conference, **Kansas City, Mo.**

Nov. 15-16—**American Assn. of Advertising Agencies**, eastern region meeting. Biltmore Hotel, New York City.

Nov. 15-17—**Television Bureau of Advertising**, annual meeting. Statler-Hilton Hotel, Detroit.

Nov. 17-18—**Oregon Assn. of Broadcasters**, fall meeting. Multnomah Hotel, Portland.

*Nov. 18—**UPI Broadcasters of Wisconsin**, fall meeting. Lorraine Hotel, Madison.

*Nov. 20-21—**Nebraska Broadcasters Assn.**, convention. Grand Island.

Nov. 24-25—**Advertising Federation of America**, 8th district convention. Hotel St. Paul, St. Paul, Minn.

DECEMBER

*Dec. 4—Deadline for comments on **FCC's** proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231).

Dec. 4—Deadline for comments on **FCC's** proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14243); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wis. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

Dec. 4—Deadline for comments on **FCC's** proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229).

RAB management conferences

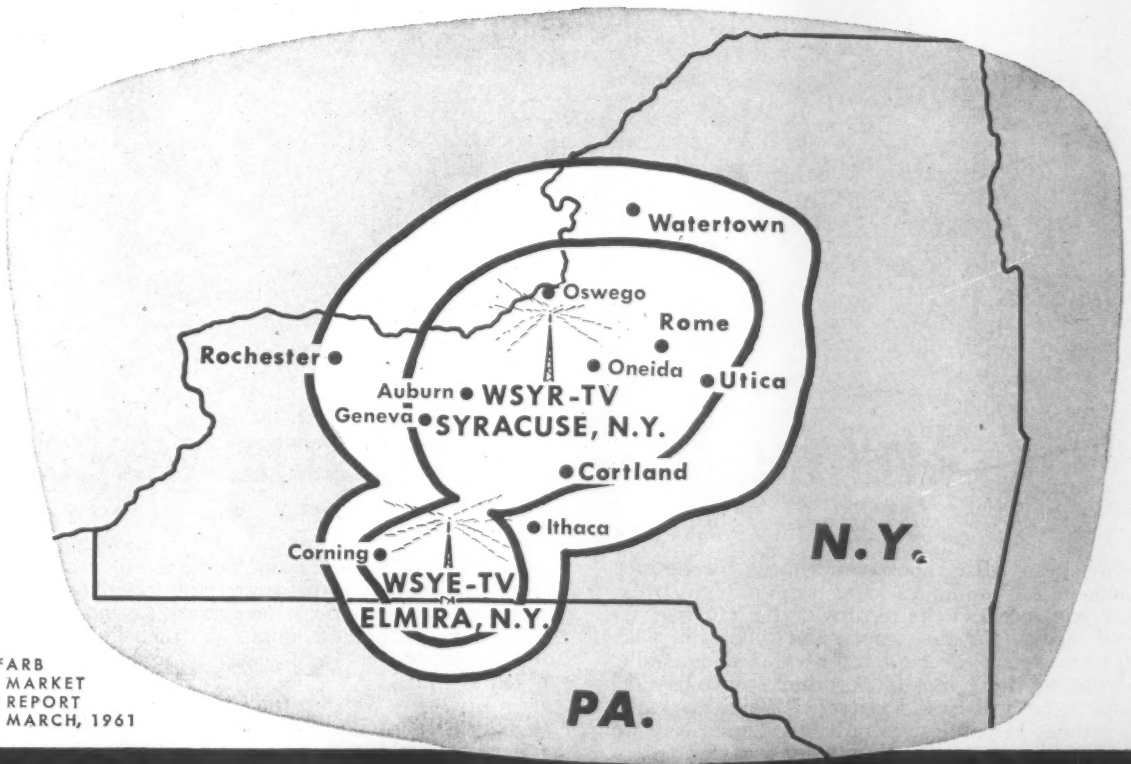
Oct. 9-10 Palo Alto, Calif.
Oct. 12-13 Detroit.

OVERWHELMINGLY

THE LEADER* IN THE SYRACUSE MARKET!

WSYR • TV

DELIVERS 42%* MORE HOMES THAN ITS COMPETITOR!



*ARB MARKET REPORT MARCH, 1961

WSYR • TV

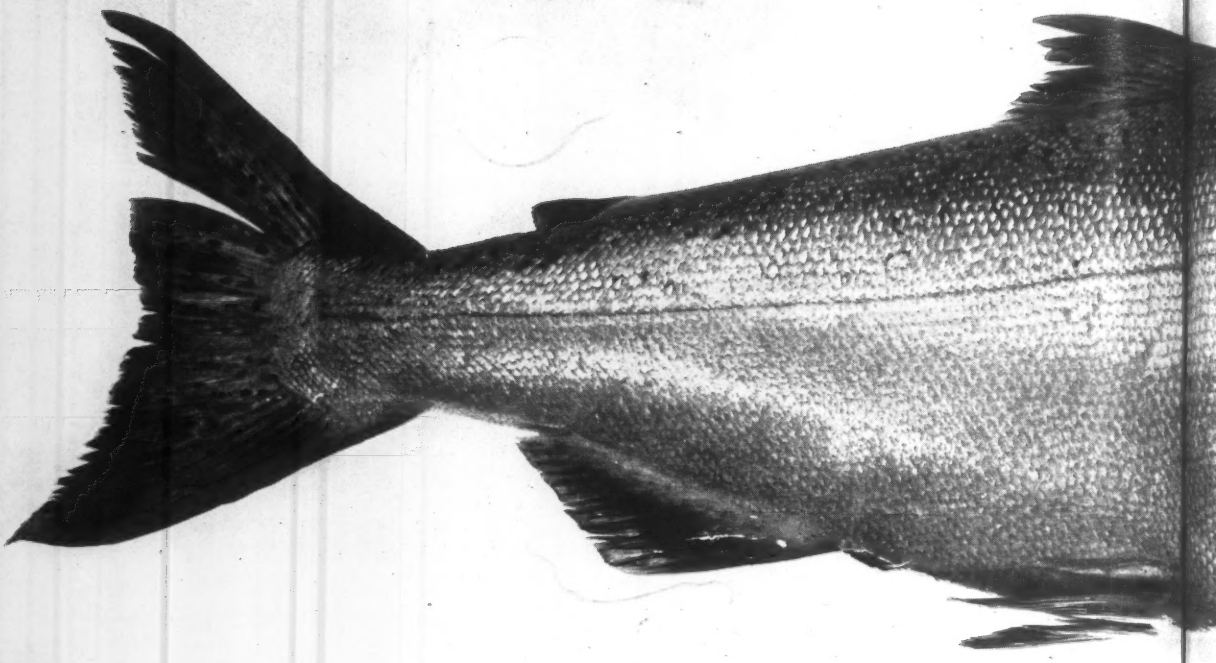
NBC Affiliate

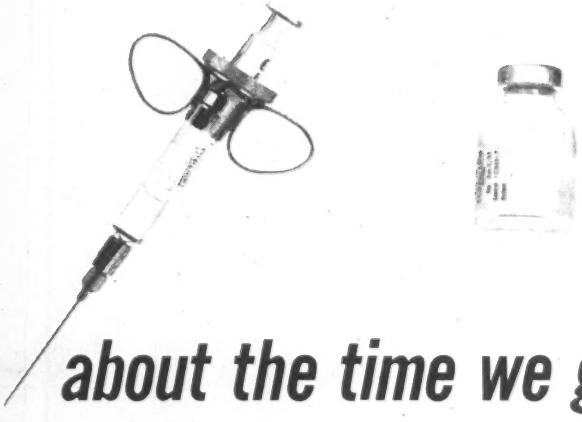
SYRACUSE, N. Y.

Channel 3 • 100 KW

Plus WSYE-TV channel 18
ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS





Ever hear about the time we gave

We agree with timebuyers: most pitches for television and radio stations are pretty boring. After you've heard the results of the latest sensational survey for the umpteenth time, you wish you could sneak downstairs for a quick icy coldie.

Well, we don't like to bore our media friends. They're our bread and butter. We like to make our pitches as painless as possible. That's why we gave the king salmon sodium pentothal.

You see, it started with the idea that we needed something different (and painless) for a big presentation party in Los Angeles for media people. Some wiseacre suggested we hold a salmon derby in Hollywood, of all places. Like most ideas that jell in Monday morning meetings, this one hadn't quite jelled. There was a loud chorus of huzzas and nobody gave a second thought as to how the heck you get the *live* fish there.

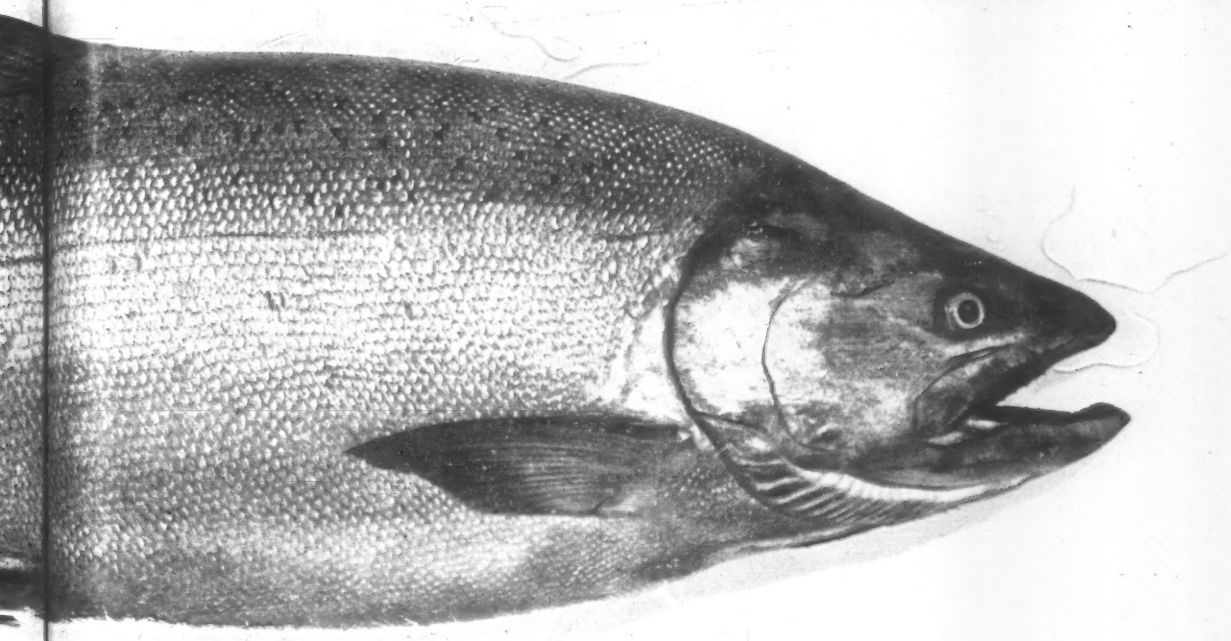
Tons of dollars and three weeks later, we had five drowsy 25-pound fish lollygagging in the pool at the flossy Sportsmen's Lodge.

About 350 timebuyers, account executives, network wheels, and assorted Hollywood celebrities had the time of their lives trying to land a fighting king salmon, a couple of which looked about as animated as that young lady you see in the Nite-All ads.

How did we get the salmon there? Well, we retained Clarence Pautzke, the country's leading expert on salmon (he must be – JFK just made him U. S. Game Commissioner). Clarence netted the salmon at the mouth of the Columbia River, rushed them to a waiting Flying Tiger plane, dumped the fish into custom-built tanks, and then nursemaided them all the way to L. A.

To keep the salmon quiet, Clarence administered the sodium pentothal. But that's only half the story. He had to supply them with oxygen on the 1,000-mile flight, too. Pretty narrow line between keeping salmon quiet and putting them to sleep for good.

When the plane door sprang open in Los



the king salmon sodium pentothal?

Angeles, out bounded Clarence Pautzke, bellowing, "I don't want to talk to reporters – where the heck are the fresh oxygen tanks?"

♛ ♛ ♛

We tell this story not to illustrate the wonderful, wacky world of show business, but rather to make another point. The Crown Stations are not ordinary stations. We *sell* differently, just as we do things differently in our respective communities. Our audiences expect a Crown Station to go *all the way*, to show more ingenuity, to provide more entertainment, to dig deeper on news and public interest programs, than any other station. That's how we expect to win *constant viewer and listener loyalty*.

The record shows that we have done it. Most timebuyers, agency account men, and sales managers prefer to have their business on a Crown Station (all other things being equal).

And the beauty of it is, of course, that we cover the three key markets of the Pacific Northwest – Portland, Seattle, and Spokane. Crown Corner, U.S.A., is the *second largest lump of business in the entire West.*

Work out your problems in California, we always say, and then come north for the easy decision. The Crown Stations.

THE CROWN STATIONS

KGW, AM, TV, Portland
KING, AM, FM, TV, Seattle
KREM, AM, FM, TV, Spokane

MONDAY MEMO

from ROBERT L. REDD, Erwin Wasey, Ruthrauff & Ryan, L.A.

I was a messenger to Moscow for the ATAS

Top management of Erwin Wasey, Ruthrauff & Ryan, with whom I have associated for the past 11 years, has a continuing plan to travel some of its key personnel to various EWR&R offices about the globe. Recently I was assigned to make a two-week tour of our sizeable London establishment and arranged to spend another month seeing parts of Russia and continental Europe.

Two days before I was to depart I received a long distance call from the executive director of the First International Assembly of the Academy of Television Arts & Sciences. He asked if I would call upon director generals of state tv systems, especially the U.S.S.R., and invite them to attend the assembly which is to be held in recognition of the need for world-wide exchange of television information and ideas.

Tv for the Masses ▪ Actually I had no idea of what to expect of Moscow or the U.S.S.R. As the car sped along from the airport we passed miles of the kind of shacks and hovels that lie on the outskirts of almost any metropolis, there or here. I was surprised to see how many of these broken-down homes were crowned with the same kind of television antennas we see here in America.

I learned later that Moscow, a city of almost seven million people, has almost three million tv sets, that there is a total of five million tv sets in all of the U.S.S.R. and that Russian officials predict there will be 25 million sets by 1965. There is only one channel, and programs are telecast on a non-scheduled basis about eight hours daily. Set owners pay a toll of $1.25 a month to the state. Occasionally there are commercials, but only when "they are of benefit to the people."

My hotel room had a radio, with a choice of two channels. One channel produced 16 hours a day of beautiful symphony and choral programming. The other was the people's popular programming. One morning, within a 15-minute period, I heard a man give setting-up exercises in Russian to the background music of "Charmaine," followed by a symphonic-jazz arrangement of "Blue Danube," followed by, if you will believe me, "Take Me Back to Tulsa 'Cause I'm too Young to Marry."

In Moscow I was invited to the home of Henry Shapiro, bureau chief of United Press International for 21 years in Moscow and ABC-TV's "Voice of Moscow to the Free World."

I told him I hadn't the slightest idea how to get in contact with the heads of Soviet television for ATAS. He said he knew they were suspicious and lukewarm to such a conclave, particularly since the first assembly then was scheduled to meet in the U.S. in November of this year. He also offered to attempt to make an appointment for me to see the gentlemen. He warned me that they would probably make and break numerous appointments. They did that. Mr. Shapiro aranged three appointments for me, before one was finally kept.

Meeting in Moscow ▪ We met at 12 noon the last day I was in Moscow. Present were Mr. Sakuntiukov, vice director of all Soviet television, the administrative head for both government and party control of television, and Mr. Aperyan, chief of the International Program Exchange of the Moscow TV Center.

It was a most formal affair in the beginning and lasted for an hour and 12 minutes. I extended greetings from the academy, asked them to reconsider and to agree to send delegates. They haggled and asked for the list of countries that would attend. They wanted to know if there were any political implications to such an assembly. . . . Is the academy affiliated in any way with UNESCO? the United Nations? Would the "Real China" as they put it (Red China) be invited? Finally, they withdrew to a corner and whispered among themselves for a while, came back and with broad smiles announced: "If you will put your Academy's invitation in writing, we will be happy to accept. . . . We will send three representatives."

They quickly added, "We must be sure the United States will not try to monopolize the meetings and we want to be in on whatever advance planning there is." I assured them I could convey their ideas to the academy. I asked to see their studios and transmitter. I told them I understood they did not allow foreigners, and Americans in particular, to see their operations.

They sent for their chief engineer and their head of program operations and I was shown everything . . . five studios . . . master control . . . transmitter . . . recording rooms. . . . They apologized for their miserable equipment . . . vintage 1948 . . . soon they would have an all-new setup.

All in Favor ▪ Wherever I went, the idea of the assembly was well received. Even in Greece and Turkey, where there is as yet no television and the state controls radio, the broadcast officials want to attend; and all throughout Europe I found enthusiastic plans for participation. Everybody's looking to the day of instantaneous global television (which may well be here by 1965, or sooner) and in London I got the vague notion that the BBC would like to take the leadership.

I am sorry to say that the First International assembly has been postponed. Already 28 television nations and 7 non-television nations have agreed to participate and greater planning must be made to accommodate such interests.

I am of the firm opinion that if the United States does not continue to take aggressive leadership in the matter, BBC, or Moscow, will step in quickly to take over. The leadership belongs here in this country because we are still first and foremost in the field of television communication.

Starting in radio as a time salesman for KWJJ Portland, Ore., while he was still a student at Oregon State College, Robert L. Redd went on to write continuity for KGW Portland and to become program manager for NBC in San Francisco. He moved to Hollywood for NBC, left the network to open an office there for William Esty Co., and since 1950, has been head of West Coast radio-tv for EWR&R.

Largest Audience by Far

Outstanding Salesmanship

Strong Merchandising

National: HR *Representatives*

Boston: Eckels & Company

The Sound of New Haven WELI 960/5000 watts

OPEN MIKE®

Allen admirer

EDITOR: . . . Our bottlers have done a tremendous job promoting the new Steve Allen Show [BROADCAST ADVERTISING, Sept. 25], and they enjoyed the kick-off program . . . Sept. 27. We have high hopes for Steve. We like the way he handles himself, his guest talent and our commercials.—*Philip B. Hinerfeld, Vice President-Advertising, Pepsi-Cola Co., New York.*

Other side of the avenue

EDITOR: Is there really a "John P. Warwick"? If so, will the real John P. Warwick please stand up . . . and swear that he did write a MONDAY MEMO on Sept. 25. Otherwise, an awful lot of readers may be excused for thinking Mr. Warwick is actually a straw creation of Newton Minow's, set up for easy puffing over.

"Tampering with television programming can derail economy." How? Why? Because "any change in the pattern would be unfair"? Because "people know what's best for themselves"? Because "what's good for business is good for everyone"?

Talk about "pseudo-intellectualism" (the phrase is Mr. Warwick's)! There's more pseudo-intellectualism in those sample quotes from his MONDAY MEMO than in a whole speech by Newton Minow.

"Why not try your own taste for a change?" the FCC chief recently teased tv programmers. "If you prefer the new, the creative, the daring, the imaginative—why not give your audiences a chance to share your preferences?" Nothing pseudo about that challenge!

But Mr. Warwick's answer: "I personally favor the status quo," will hardly benefit an industry whose public image has been lately translated into a sick preoccupation with crime and violence.

If all this sounds too harsh on Mr. Warwick, let me say that I've read and re-read his MONDAY MEMO several times, and find almost nothing to agree on. That may help a horse race, but it hardly begins to help our present problems in the television industry.—*Lincoln Diamant, Vice President, Daniel & Charles Inc., New York.*

Agreement from ABC

EDITOR: The feature [MONDAY MEMO, Oct. 2] by E. J. Donaldson, vice president of Ketchum, MacLeod & Grove, mentioned specifically public affairs projects entered into by the ABC owned and operated radio stations and WABC New York's "stay in school" project. . . . I would like to echo the challenge Mr. Donaldson set forth . . .

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*Reg. U.S. Patent Office

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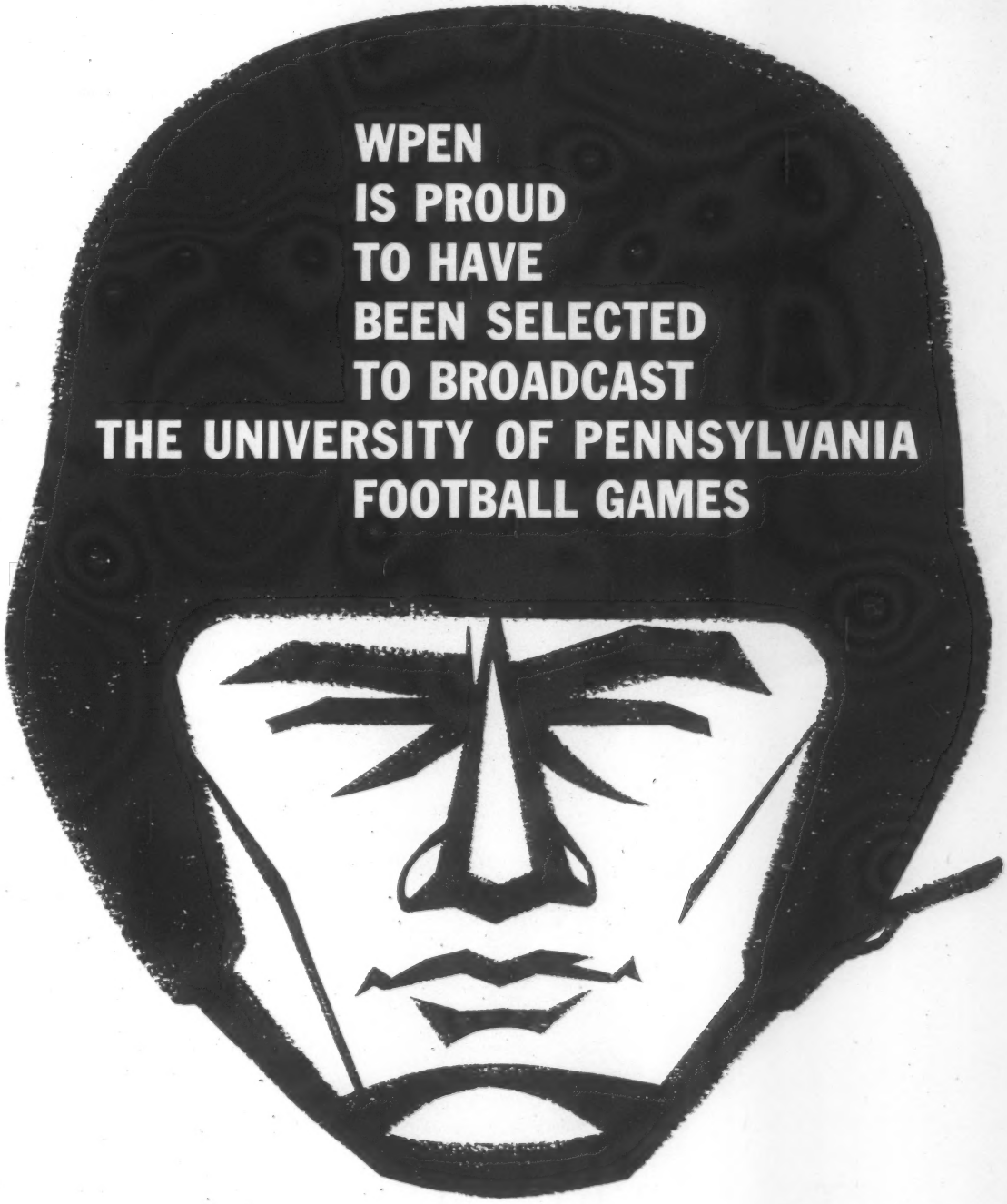


Philadelphia Looks To ***WPEN*** *For Leadership . . .*

WPEN

PHILADELPHIA

REPRESENTED NATIONALLY BY **GILL-PERNA**

Incredible—but True!

Yes, metro Norfolk-Newport News is greater in urban population than all those metro areas combined (source: *Sales Management's* Survey of Buying Power).

Dig a little in Tidewater Virginia and you'll find other surprises—and a lot of *treasure* buried statistically.

For example, standard market statistics omit many millions in retail sales by the *dozens* of commissaries, post exchanges, shops, clubs, etc., operated here by Army, Navy, and Air Force bases for service personnel, their families, and authorized civilians.

Just the *civilians* employed by federal installations here (greatest military concentration in the world) outnumber all manufacturing production workers in the State of Delaware!

Another hidden plus—of $200 million in effective buying income—lies in the fact that the huge armed forces payroll is largely available for *discretionary* spending.

These are some of the reasons why Philip Salisbury, editor and publisher of *Sales Management* has called Norfolk-Newport News "America's most misunderstood market."

For more information, write to any of these stations, at Norfolk, Va.

WTAR-TV	WVEC-TV	WAVY-TV
CHANNEL 3—CBS	CHANNEL 13—ABC	CHANNEL 10—NBC

that it is high time radio starts communicating information not available any place else and that radio be "original" and "vital," as evidenced by the examples used in the article. . . . — *Stephen C. Riddleberger Vice President for Owned and Operated Stations, ABC, New York.*

The Bay Area story

EDITOR: While reading through the current issue of BROADCASTING I discovered, much to my delight, an article concerning San Francisco [SPECIAL REPORT, Sept. 25]. May I congratulate your magazine for an excellent effort on behalf of one of my favorite cities.— *Cy Ostrup, Vice President & General Manager, XTRA, News Radio, Tijuana-Los Angeles.*

EDITOR: Please send us as soon as you can 100 reprints. . . .—*Carol Fogle, Secretary to A. H. Christenson, Advertising-Sales Promotion, KPIX (TV) San Francisco.*

EDITOR: I want to tell how much I enjoyed reading the story of the fantastic expansion in the San Francisco Bay Area. Being a broadcast consultant, I am very happy you told our story.—*William H. Hagerty, San Mateo, Calif.*

[Reprints of the special report on the San Francisco Bay Area market are available at 20 cents per copy or $20 per hundred, plus express or mailing charges.]

Sweeney strikes back

EDITOR: Mr. Walton of WRBL-TV apparently has been watching his 21-inch screen so avidly for the past 10 years that he knows nothing of radio's successful efforts directed at print advertising [OPEN MIKE, Sept. 25].

And somewhere he has gathered the totally mistaken impression that radio and television are brothers-in-arms and not intensely competitive.

To straighten him out:

(1) Radio's sales efforts are directed at all media (when they are directed *at* any) in rough proportion to the amount of business that these media do. Newspapers have long received more attention from RAB than tv because newspapers' billings are greater.

(2) When radio ceases to contest tv's position with advertisers, radio's days are numbered. It is because some radio operators who had tv grants neglected their radio properties, "stole" their best young radio station personnel for their tv stations, etc., that radio's comeback was slower that it should have been.

Radio must compete as vigorously with tv as with other media.

If Mr. Walton would like us to live in peace with tv and fight only print, OK. But as part of the peace pact let's start by tv returning all the advertisers they stole from us since 1951!—*Kevin B. Sweeney, President, Radio Advertising Bureau, New York.*

BOOK NOTES

"Pressure Group (the campaign for commercial tv in England)," by H. H. Wilson, Rutgers University Press, 215 pp. plus references and index, $4.

The non-commercial virginity of Britain's broadcasting system was violated in 1954, according to many of England's old guard (and implied in the title of Prof. Wilson's book), when the House of Commons passed the law establishing an Independent Television Authority. The story behind this legislative feat is the theme of Dr. Wilson's little volume—a fascinating account of how commercial tv came into being in Britain.

If Dr. Wilson's investigations are correct, a group of Conservative Party young turks overrode the opposition of their elders and forced commercial tv on the not-unwilling British public. Ostensibly fighting the monopoly of the BBC—and its inherent dangers to free speech and non-partisanship in politics —the Tory backbenchers fought and won over the stand-patism of The Establishment. A dynamic in the fight, according to Prof. Wilson, was the force in post-World War II England of commercial advertising.

How the group came together, its tactics and strategy is recited in Dr. Wilson's study. The author, professor of politics at Princeton, bolsters his document with careful references and citations.

"Instructional Television Review, 1959-1961," by Leon C. Fletcher, for the Educational Television Research Assn., Pacific Coast Publishers, Menlo Park, Calif., 73 pp, $2.

Instructional television is television used in classroom teaching. It is instruction of the classroom type broadcast for serious students at home. It is also less formal but perhaps equally educational tv tours of museums and art galleries, tv reporting of national political conventions, interviews and discussions with leaders in various fields and other news and public affairs programming presented by commercial tv stations and networks as well as by educational tv stations. How each type of itv fared in the 1959-61 period is discussed in detail in this volume, third in a continuing series, whose author is instructor of broadcasting and public speaking at Taft College, Taft, Calif.

WBAP-TV in Fort Worth-Dallas

SUPER-MARKET SUPER-SALESMAN

From supermarket shelf to shopper's basket . . . faster on Colorfull Channel 5. Do your telling and selling in color — on WBAP-TV in Dallas - Fort Worth.

All local WBAP-TV live studio shows telecast in color.

Complete color facilities include two RCA color-equipped tape recorders.

SING ALONG WITH COLOR!

WBAP-TV NBC 5

FORT WORTH: 3900 BARNETT ST.—DALLAS: 1900 NORTH AKARD

Peters, Griffin, Woodward, Inc.—*Exclusive National Representatives*

The Unstoppables,

followed by The Untouchables,

took 5 out of the top 10.

Continuing its new-season trend, ABC-TV trended into the top ten with My Three Sons, The Real McCoys, 77 Sunset Strip, The Flintstones and The Untouchables. (The first 3 named made it in the top 5.)

This happy record, as recorded by Nielsen,* has the added virtue of being scored where the program popularity race is roughest. Namely, those competitive markets where viewers can view all 3 network offerings. And viewed as herein reported.

ABC Television

*Source: Nielsen 24 Market TV Report, week ending Sept. 24, 1961. Average Audience, Mon. thru Sat. 7:30-11 PM; Sun., 6:30-11 PM

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
October 9, 1961, Vol. 61, No. 15

SUCCESS SECRETS BARED TO FCC

■ Sponsors spell out ways of picking, controlling programs
■ Ratings, cost-per-thousand influence advertiser decisions
■ Tv buyers vote unanimously against 'magazine concept'

Buying secrets of some of the nation's biggest and most successful television advertisers continued to spill out onto the public record last week as the procession of multi-million-dollar sponsors in FCC's program hearings moved smartly along.

Decision-making executives of 20 leading television advertisers testified and were questioned on tv business and programming intimacies by Thursday night, bringing the two-week total for this phase of the hearings to 38. These sessions, held in New York, were slated to recess Friday after testimony by executives of three other companies: National Biscuit, Texaco and Ideal Toy (see AT DEADLINE).

The weight of the week's testimony, as in the week before, was on the influences that sponsors almost universally exert—in degrees ranging from nuance to fiat—to make sure their programs reflect favorably on the company and its products and give offense to no prospective customer (BROADCASTING, Oct. 2).

Benchmarks ▪ The week lacked the fireworks of a Procter & Gamble directory of programming do's and don'ts, which along with similar but less complicated policy directives of General Motors and Brown & Williamson had enlivened the first week's sessions. But the second week seemed generally more productive in eliciting business benchmarks, especially in the area of ratings and cost-per-thousand guidelines and in cost trends (see table, page 30).

Three advertisers indicated the cost-per-thousand ranges within which they prefer to operate (but in most cases made clear that cpm is only one influence on their renewing or cancelling decisions):

▪ Lever Bros.' prime-time programs were said to range between $2.50 and $4.50 per thousand per commecial minute, its daytime programs between $1 and $2.50.

▪ Reynolds Tobacco's position was that "about $5 per thousand per minute" is acceptable for evening programs, but that the company would not cancel at $7 per thousand if the program were doing a good sales job.

▪ Alberto-Culver was said to shoot for a cpm not exceeding $4 on nighttime shows and in the $1-to-$1.50 bracket for daytime. Any cpm above $4 would be considered "inefficient" for Alberto-Culver.

These figures compared with the first week's testimony that American Tobacco's "acceptable range" is $8.40 to $13.50 cpm for a prime-time half-hour or $2.80 to $4.15 per thousand homes per commercial minute on an hour-long show (BROADCASTING, Oct. 2). Of 18 witnesses heard during the first week, American Tobacco was the only one to define its cpm standards so precisely.

Another advertiser in last week's parade expressed its audience requirements in other terms: Scott Paper's minimum standard for a prime-time network program is a "one-third share" of total network tune-in during the period the program is on the air.

Network Control ▪ The hearing again ranged across a broad variety of subjects including the effects of trends toward network control of programs and increase in one-hour participation shows (less diversity in total network program fare is one consequence, according to some witnesses) and advertisers' views —almost unanimously negative—on the so-called "magazine concept" of rotating commercials among programs in lieu of specific program sponsorships.

FCC Chief Hearing Examiner James D. Cunningham presided over the hearing. Questioning was by Chief Ashbrook P. Bryant of the FCC's network study staff and associates James Tierney and Francis Nolan. They are expected to resume the hearings in January for the final phase: testimony by network officials.

Last week's witnesses through Thursday were Douglas L. Smith, director of advertising and merchandising, S. C. Johnson & Son; Samuel Thurm, advertising vice president, Lever Bros.; Theodore G. Bergmann, advertising vice president, Revlon; Thomas B. McCabe Jr., internal marketing vice president, Scott Paper; Pierre A. de Tarnowsky, vice president and general manager, Warner-Lambert Pharmaceutical Co.'s

Daniel Ladd, P. Lorillard Co. | R. H. Bolin, Westinghouse | R. L. Eskridge, Ralston-Purina | R. J. Fisher, Ford Motor Co. | E. W. Ebel, General Foods | Howard Gray, R. J. Reynolds

Comparative tv costs over 10-year period

Tables were introduced by Westinghouse Electric Co. during the FCC hearings in New York. One shows how evening television time costs have risen in the past 10 years and the other shows program costs in relation to audience for a specific number of stations.

HOW EVENING TV COSTS HAVE RISEN SINCE 1950
(Total of both time and talent)

Type of Program	1950 Cost Per Telecast (1)	1955 Cost Per Telecast (2)	1960 Cost Per Telecast (2)
60-Minute Shows			
General drama	$21,375	$123,700	$210,967
Variety	24,725	190,250	258,183
Suspense mystery	(Not Available)	(Not Available)	167,067
Western	(Not Available)	(Not Available)	163,900
Adventure	(Not Available)	(Not Available)	178,950
Average evening program (60-min.)	23,592	143,600	201,950
30-Minute Shows			
General drama	13,250	68,950	95,350
Variety	13,200	76,950	95,967
Suspense mystery	13,934	70,200	87,317
Situation comedy	9,960	70,200	91,100
Western	(Not Available)	59,350	91,300
Adventure	(Not Available)	(Not Available)	79,275
Quiz and audience participation	(Not Available)	56,650	78,283
Average evening program (30-min.)	12,709	65,550	88,017

Source: (1) McCann-Erickson (2) Nielsen

YEAR-BY-YEAR COSTS OF WESTINGHOUSE "STUDIO ONE"

	No. of Stations	TV Sets in Coverage Area	Weekly Time Cost	Weekly Program Cost	Total Weekly Cost	Cost Per Thousand
Sept. 1949*	25	2,047,300	11,784	6,100	17,884	8.74
Sept. 1950	48	7,069,000	19,754	8,500	28,254	4.00
Sept. 1951	52	12,315,400	34,546	13,500	48,046	3.90
Sept. 1952	52	15,800,000	45,950	15,950	61,900	3.92
Sept. 1953	63	23,470,000	48,297	24,850	73,147	3.12
Sept. 1954	86	29,020,000	51,498	29,156	80,654	2.78
Sept. 1955	98	31,390,000	53,620	32,550	86,170	2.75
Sept. 1956	95	34,610,000	55,769	43,620	99,389	2.87
Sept. 1957	98	38,770,000	61,150	50,800	111,950	2.89
Sept. 1958	99	40,280,000	60,927	62,500	123,427	3.06

*Cost based on last week in September.
*BROADCASTING estimates.

consumer products division; Alfred A. Whittaker, vice president and advertising director, Bristol-Myers Product Div.; M. A. Souers, director of media and shows, General Mills; Lawrence W. Bruff, advertising vice president, Liggett & Myers Tobacco Co.; Daniel Ladd, advertising director, P. Lorillard Co.; Roger H. Bolin, director of advertising, Westinghouse Electric Corp.; Edwin W. Ebel, advertising vice president, General Foods; Robert L. Eskridge, acting director of advertising, Ralston Division of Ralston-Purina; Robert J. Fisher, director of advertising and sales promotion, marketing staff, Ford Motor Co.; Howard Gray, advertising manager of R. J. Reynolds Tobacco Co., and Sam Northcross, tv vice president of William Esty Co., agency for Reynolds; Charles M. Underhill, staff director, television and visual media, United States Steel; Leonard H. Lavin, president, Alberto-Culver; Albert Brown, advertising vice president, Best Foods Div., Corn Products Sales Corp.; Robert A. McNell, advertising vice president, Glenbrook Labs Division of Sterling Drugs; Glenn Gundell, vice president, Sealtest Foods Division of National Dairy Products Corp., and Robert A. Davis, general advertising director, Kraft Foods Division of National Dairy Products Corp.

A running account of highlights of their testimony follows:

No Taboos ▪ Mr. Smith of S. C. Johnson & Son testified that its advertising agencies review scripts of dramatic shows for "good taste" and quality but said the company has no specific taboos. He voiced the belief that an advertiser has "the right" to demand a change in script if certain parts of the scenario are "offensive."

He indicated that in practice Johnson rarely has asked for any major changes in a script, but offered one example: A sequence in a "Zane Grey Theatre" episode showed a young mother being shot in the back while her children looked on. Mr. Smith reported that he protested to the producer and this scene was eliminated.

In reply to a question, Mr. Smith said ratings are one—but not the sole—factor in determining whether Johnson will sponsor or renew a program.

Mr. Smith reported that Johnson currently is "looking at" programming for the rest of 1961 and for 1962 and indicated the company is favorably disposed toward public service programming and may take on sponsorship of such a series.

Lever Thinking ▪ Lever's Mr. Thurm said his company has no definite policy on television programming but that Lever and its agencies review scripts for "good taste and good programming." He said few objections are raised about scripts, but that the company did recently object to a film episode dealing with an abortion.

Mr. Thurm stressed that cost-per-thousand is an important consideration to Lever, which directs its advertising to the mass market, but said cpm is not

T. B. McCabe Jr. Scott Paper Co. D. L. Smith S. C. Johnson

the only governing factor. He reported that on its evening programs, Lever's cost-per-thousand ranges from $2.50 to $4.50 per commercial minute and on its daytime programs from $1.00 to $2.50.

In reply to questioning centering around the trend toward network ownership of programs, Mr. Thurm said Lever had brought a proposed series, *The Audrey Meadows Show*, to NBC-TV last spring and asked for time. NBC-TV declined this series and instead asked Mr. Thurm if Lever wanted to sponsor *The Joey Bishop Show*, which the network owns. Mr. Thurm reported that Lever rejected the offer.

Asked what effect the trend toward hour-long network programs has had on the advertiser, he answered: "It has

resulted in smaller participations by sponsors and it tends to restrict the diversity of programming."

Mr. Thurm offered these reasons for an advertiser's interest in programming content, as opposed to a hands-off policy in the contents of a magazine or newspaper: The public holds the sponsor responsible for a television program; the investment in a program is "extremely high" on a long-term basis, and the values of a television program are not so apparent as with a publication, which provides circulation and audience characteristics data in advance of the advertising insertion.

Network Decides ▪ Mr. Bergmann of Revlon testified that while his company has the right to object to a program, in almost all cases the network has the final say. As an example Mr. Bergmann cited two programs scheduled for the *Alfred Hitchcock Presents* series on NBC-TV last season. Revlon was an alternate sponsor on the weekly half-hour program.

The advertising executive said one of the programs concerned a "deranged" magician's helper traveling with a circus. "He decided to emulate the magician and saw a woman in half," Mr. Bergmann recalled, "and in this case he really did it."

Believing the program was "excessive, unnecessary" and not suitable for "the living rooms of America," Revlon protested to NBC and succeeded in having it eliminated even though it already had been filmed, Mr. Bergmann stated.

Revlon was not so successful with its other protest. The show in question ended with the strangling of a young girl. The company thought it in bad taste and objected to the network but was overruled. The program went on the air as scheduled.

In the main Revlon wants it programs to be "consistent with good taste and dignity," and not to violate business policies. Depicting a druggist as a "dope addict" or a "woman of ill-repute" as using execessive cosmetics would be a violation of Revlon's business policies, Mr. Bergmann said.

He also testified that Revlon spends between $6 million and $10 million annually in network tv, and chooses its programs because of both qualitative and quantitative factors. He defined qualitative factors as programs that are "cheerful, optimistic and have a certain amount of importance." He added that they should also have "high production standards" and deliver audience "impact."

Reflect Sponsor ▪ Scott Paper's Mr. McCabe expressed the belief that tv programs are a "direct reflection of the sponsor and his products in the eyes of the viewer." He added that the evening programs sponsored by Scott Paper have to reach a "reasonably large audience to justify costs." The company's minimum standard on a network program in prime time, he said, is "one-third share of the network audience at the time the show is being broadcast." He explained that programs are given an "adequate chance" to build such audiences.

Later Mr. McCabe cited *The Gisele MacKenzie* program, which Scott paper sponsored in 1957-58, as a network show which could not reach a large enough audience and had to be cancelled. He said that Scott Paper believes that "outstanding quality shows" in almost every programming category can be developed to ultimately reach the minimum standard audience demanded.

Mr. McCabe also testified that from "time to time" his company makes suggestions to producers on how a program can be improved. He said that in 1955 when the company took over sponsorship of the *Father Knows Best* series it suggested that the program could be "significantly improved" by "broadening its scope" outside of the strictly home atmosphere.

Dislikes Magazine Concept ▪ Mr. de Tarnowsky of Warner-Lambert Pharmaceuticals consumer products division said that if television adopted the "magazine concept" of advertising, it would have to be analyzed as a new medium. He indicated that such a move by television could adversely affect Warner-Lambert's advertising expenditures in the medium.

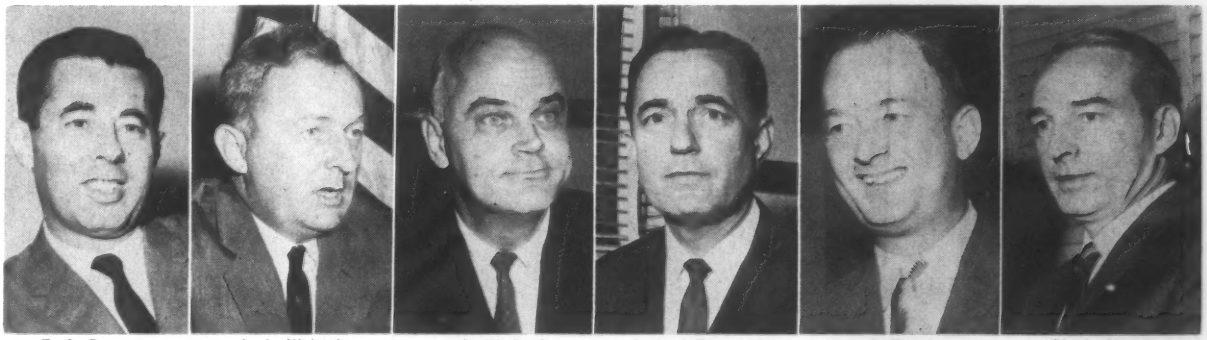
Influence "Appropriate" ▪ Mr. Whittaker, of the Bristol-Myers Products Div., asserted that it is "most appropriate" for an advertiser to be in a position to influence programming decisions, while not being ultimately responsible for making the final decision.

"We believe the ultimate decisions as to the placements of the programs and the program material which appears on the network should and, indeed, must rest in the hands of the network," Mr. Whittaker explained. "In the process, however, it is in the interest of the public as well as the advertiser, whose funds make tv possible, for the advertiser to consult with the network in the selection and placement of shows as well as with respect to the programming material—(scripts, casting, production)."

He offered these reasons to support his view about sponsor participation on programming: an advertiser is in a better position to judge the programs which best meet the advertiser's marketing objectives; an advertiser and his agency represent abilities and experience equal to that of the network in making programming judgments; he provides financial support and is held responsible for the program by the viewing public; he must have a certain degree of influence to assure delivery by the producer or network of shows maintaining the quality and characteristics contracted for, and, as a group, advertisers provide a wider pool of experience and, in many instances, a closer liaison with the public in reflecting the acceptable standards of taste and decency.

No Disadvantage ▪ Mr. Souers, General Mills, told the hearing his company has not felt it was at a disadvantage in its attempts to obtain a time period for programs it controls in comparison to shows owned or controlled by the network. He noted that General Mills financed the pilot of *Father of the Bride*, and experienced "no more than the usual difficulty" in securing a satisfactory time slot on CBS-TV.

General Mills and its agencies, Mr.



T. G. Bergmann, Revlon | A. A. Whittaker, Bristol-Myers | L. W. Bruff, L&M Tobacco | P. A. deTarnowsky, Warner-Lambert | S. Thurm, Lever Bros. | M. A. Souers, General Mills

SUCCESS SECRETS BARED TO FCC continued

Souers reported, like the opportunity to review scripts to make certain they do not violate "good taste" and "sound business judgment." He could not recall any instances in which a program the company sponsored had required significant revisions.

Mr. Souers testified that the company advertises on prime-time adult programs, children's shows, sports presentations and daytime shows catering to women.

Changes Made ▪ Mr. Bruff, of Liggett & Myers, thought a sponsor has the right to evaluate television programs to ascertain whether they conform to "good taste" and "sound business policy." He gave several examples of changes sought and obtained in several episodes of *The Untouchables,* including one in which the slaying of a group of Mexican girls was eliminated from the final script and another in which the appearance of a deaf mute was handled "more sympathetically" than originally planned.

He confirmed officially a report that had been circulated widely—that Liggett & Myers finally dropped *The Untouchables* because (1) Italian-American organizations had protested characterizations of individuals of that nationality and (2) ABC-TV planned to move the program to a time period the company considered less desirable. (The series, which was shown at 9:30 p.m. on Thursday, begins at 10 p.m. on Oct. 12.)

Mr. Bruff told the hearing that the company believes cigarettes should be used on a dramatic program "as they are in real life."

Under questioning, Mr. Bruff indicated that Liggett & Myers did not regard the magazine concept for television advertising favorably. He said:

"We'd have to take a long, hard look at the magazine concept, and then decide whether we still wanted to be in tv under this plan."

Rely on Agency ▪ Mr. Ladd, P. Lorillard, testified the company does not have a list of "do's and dont's" but judges programs for good taste and for "showing our products in a good light." He said Lorillard relies largely on its advertising agency for guidance on scripts but always examines the pilot of a tv series.

He reported the company on a few occasions has objected to "excessive violence" in *Zane Grey Theatre* but said these were rare instances. Under questioning, he said that on one occasion he objected to a script in which a drunken sailor was a major character, the producer assured him the characterization would be "amusing, light and in good taste." He said the company withdrew its complaint and the script was produced as originally planned without further repercussions.

Westinghouse Policy ▪ Mr. Bolin, of Westinghouse Electric, in a 40-page prepared statement, gave a detailed history of his company's sponsorship of tv programs since 1949. He said television advertising was important to the company because in a recent public survey 73% of 2,000 people interviewed said they formulated opinions and impressions of Westinghouse by watching "their tv program."

Mr. Bolin stressed the pioneering and "top-flight" nature of the company-sponsored programs in the past 12 years. Chief among these was *Studio One,* which Westinghouse sponsored on CBS-TV for nine years, dropping it in September 1958.

Westinghouse still remained a supporter of good drama on tv, Mr. Bolin said. He pointed out that the company-sponsored *Desilu Playhouse* replaced *Studio One,* and that this season Westinghouse will present six new original dramas on CBS-TV as part of a new series of 18 specials to be shown among the three networks.

Westinghouse's advertising director said his firm's one experience with a situation comedy program—last season's *Westinghouse Playhouse* got low ratings and had to be dropped.

Mr. Bolin listed several Westinghouse yardsticks for judging a program. They are: letters from the public, critical reviews, customer and dealer word-of-mouth, management's personal feelings, and ratings. He also outlined the company's programming principles, which he claimed did not include a desire for creative control of a tv program. "Final decision has been, is and should be with the producer," he said. The only exception to this rule, according to Mr. Bolin, is in instances where plays "militate against our policy."

Mr. Bolin said that Westinghouse has "retained the right" not to sponsor dramas which may offend racial, religious or nationality groups. He added that the company has "never had occasion to exercise this right." He did, however, cite some other kinds of policy rights that Westinghouse exercised on several occasions. One of these concerned the use in stage sets of the types of products made by the company. In general, he said, "if the scene calls for a coffee maker, toaster, refrigerator, etc. —it must be Westinghouse."

Mr. Bolin also had several appendices to his statement added to the record. One showed how costs for the *Studio One* program increased from a weekly time charge of $11,784 and weekly program expenditures of $6,100 in 1949, to weekly time charge of $60,927 and weekly program expenditures of $62,500 in 1958.

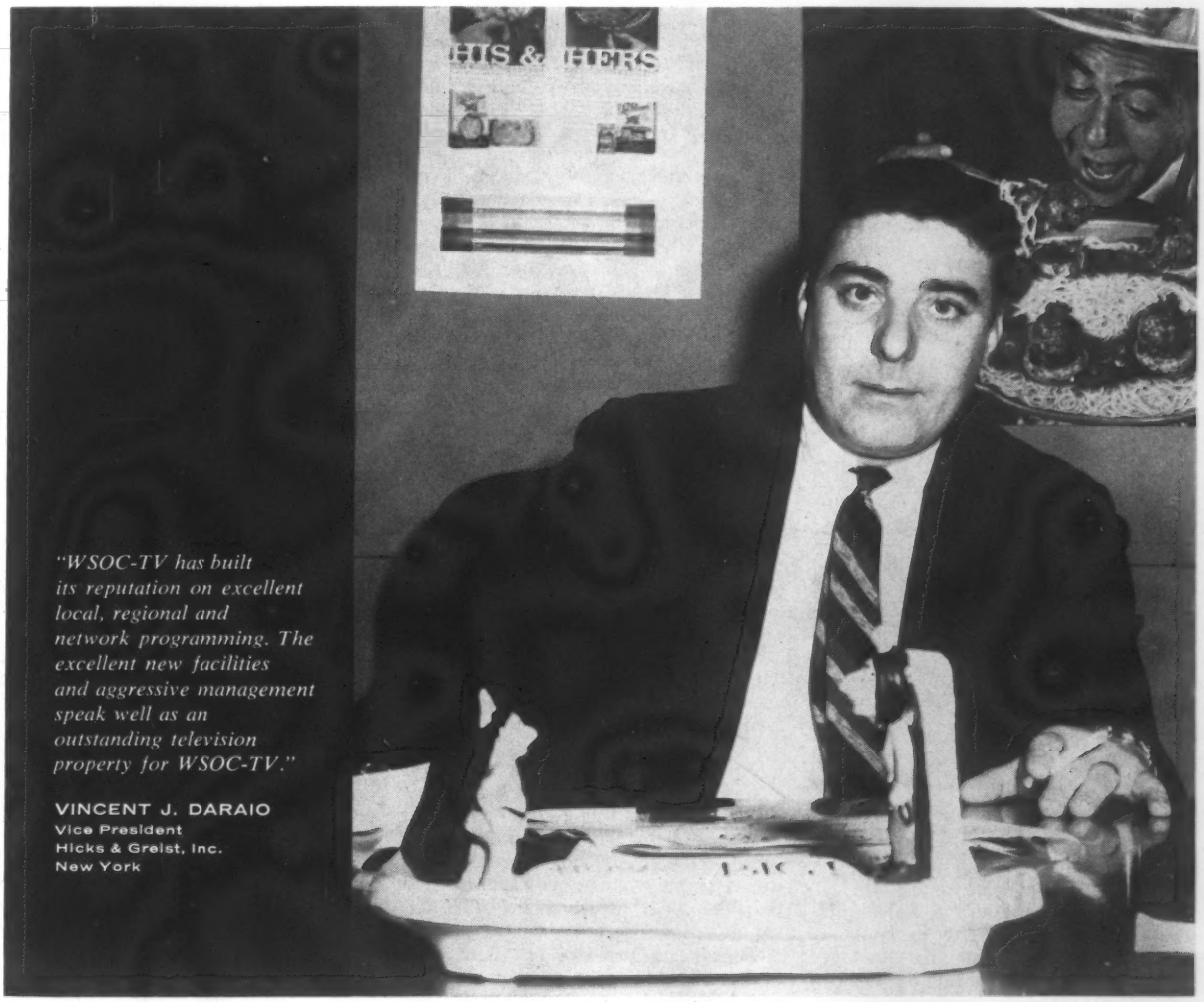
Another appendix traced the rise of evening tv costs since 1960. Highlighting this document was the purported almost $200,000 per-telecast rise in costs of 60-minute drama shows during the ten-year period.

Compatible Programs ▪ Mr. Ebel, of General Foods, indicated that the nature of his company's business had a great influence on the types of programs it sponsored.

"We feel that eating is a pleasant experience," Mr. Ebel said," and we look for programs that are compatible with our commercials." In the main, he

G. T. Laboda, Colgate-Palmolive | R. M. Greene, Philip Morris | Edward Kletter, J. B. Williams Co. | R. E. Gorman, All-State Insurance | David W. Burke, General Electric | J. W. Burgard, B. & W. Tobacco

"Charlotte's WSOC-TV... excellent programming; outstanding television property"— Daraio, Hicks & Greist



"WSOC-TV has built its reputation on excellent local, regional and network programming. The excellent new facilities and aggressive management speak well as an outstanding television property for WSOC-TV."

VINCENT J. DARAIO
Vice President
Hicks & Greist, Inc.
New York

Thirty-one news shows per week originate at WSOC-TV. Also: strongest regional sports shows in the Carolinas, award-winning "best kids' show in the South", radar weather, farm and home service features daily. Add the best of NBC, ABC and a great film library. You come up with a station that's outstanding for viewers, outstanding for advertisers. One of the nation's great area stations. Schedule WSOC-TV.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by **H-R**

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

added, they must be "light, pleasant and must respect decency." Consequently, General Foods seeks "good high-grade comedies."

He cited two examples of General Foods' objections to what it deemed taste violations. One concerned the *Life With Luigi* show. Mr. Ebel said that while it was supposed to be a story of an Italian immigrant's struggle in the New World, it actually was a "caustic satire" on business. "Since it was not the comedy show we bought," Mr. Ebel said, the program was dropped.

On another occasion General Foods objected to a show in the *Richard Diamond* series because it concerned a poisonous snake that was loose on a ship. "What was supposed to be a whodun-it was actually a horror story," Mr. Ebel said. "Women don't like snakes, particularly when they're running around loose and when the story is followed by a baby Jello commercial."

Mr. Ebel, who testified that General Foods' gross annual time expenditures on network and spot tv is about $50 million, also said that he would rather have a *Hennesey* program that reached an 8 or 10 million audience, than an *Untouchables*, which will attract 15 million people. His reason: the latter ser-

R. G. Rettig
Amer. Home Products

Gail Smith
General Motors

ies is "completely out of keeping" with our products.

Ralston-Purina Policy ▪ Ralston-Purina's Mr. Eskridge said his company had exerted only negligible influence over its television programming but had a right to withdraw—and on one occasion did withdraw—its commercials from a program which it considered in poor taste or adverse to company products.

The one withdrawal over the past five years, he said, involved a program in which a dog was treated badly. Ralston-Purina makes Purina Dog Chow in addition to its cereals and other products.

He said the company has called its program producers' attention to instances that it considered questionable and that sometimes this resulted in program changes and sometimes it did not.

He said that since 1956 more than half of Ralston-Purina's commercial minutes have appeared on solely sponsored documentary programs—*Bold Journey, John Gunther's High Road* and then, last year and this, *Expedition.*

Mr. Eskridge went into detail on Ralston-Purina's program for furnishing teacher manuals and guides which he said currently go to at least 125,000 school teachers with almost 10 million students to help them use the *Expedition* tv series as a teaching resource. These are sent only on request, he said, and in addition the school project has included teacher award programs and other school incentive features.

Ralston-Purina pays 85 percent of the school project's costs and ABC pays 15 percent, he asserted.

After outlining the school project Mr Eskridge said: "This was a long digression, but it makes one point which we feel is important: The influence of the sponsor on the content of television programs is not necessarily malignant. It is indeed possible to combine commercial objectives with public service."

How well the commercial objectives were served was pointed out by Mr. Eskridge at another point "In the time of our sponsorship of network television, our Chex cereals have grown in sales six times faster than the industry increase in the same period. Our dog food, Purina Dog Chow, has become the largest selling dog food in the history of the industry.

Mr. Eskridge said "we feel that the television industry can best serve the needs and interests of the public and industry while operating within the traditions and framework of the free enterprise system. He said a trend appeared to be developing toward greater network control over programming and that this might become a problem because it means the advertiser has less to say about what he will sponsor and the time period in which he will sponsor it."

Consult on Problems ▪ Mr. Fisher, of Ford Motors, said most of his company's tv contracts contain the "standard provision giving us the right to reject material" considered detrimental to the company. He said Ford agencies work with the program producers and consult with the company when potential problems are detected. Actually, he said, Ford rarely finds it necessary to "exercise this general right."

Mr. Fisher said Ford officials got into the act when an Alfred Hitchcock episode was planned to center around a minister who bet on horse races. He said Ford representatives suggested that ministerial councils representing various faiths be consulted; that this was done, certain changes were suggested and "from my viewpoint it was a very delightful show."

He said Leonard Bernstein concerts had been chosen as a vehicle for Lincoln-Continental cars on the theory that this program would appeal primarily to the type of "select market" that buys $6,500 cars. It turned out that the audience composition was pretty typical of tv audiences generally, he said, so that the program was an "abnormal expense" for Lincoln-Continental. Sponsorship then was taken over by Ford Motors as a corporate venture and used primarily for institutional and public-relations promotion.

Mr. Fisher considered ratings "very important" as an objective measurement of the "dollar efficiency" of tv expenditures.

Rely on Agency ▪ Mr. Gray of Reynolds Tobacco fielded the corporate policy questions and let Mr. Northcross of Esty, Reynolds' agency for 28 years, handle those relating to television specifically. He said Reynolds relies heavily on Esty and that not once, so far as he could recall, had the Reynolds executive committee disapproved proposals submitted by the agency, except for budgetary reasons.

Under questioning, Mr. Northcross said Esty would consider "about $5 per thousand per minute" an acceptable cost-per-thousand range for a prime-time tv program. "But we would not recommend cancellation of one as high as $7 if in our judgment the program was doing a good job for Reynolds," he added.

Mr. Northcross said Esty reads the scripts of Reynolds' many programs and objects if it finds anything offensive. Esty and Reynolds officials disapproved a *Playhouse 90* script dealing with unwed mothers because, he said, it was dull, in questionable taste and presented no solutions to the problems it raised.

He said that in another case the *Witness* program on CBS-TV recreated baseball's "Black Sox scandal" of 1919 and Esty objected on behalf of Reynolds because Reynolds was spending a lot of money in baseball sponsorships and "didn't see any good in reviving anything as old as that." The program went on as scheduled but Reynolds was permitted to lift its commercials from that episode, Mr. Northcross asserted.

Mr. Gray said Reynolds had no formal statement of policy or taboos to guide Esty, explaining that after 28 years' association Esty knew intuitively how Reynolds would react in most circumstances.

Asked why advertisers should have the right to "edit" television programs but not the editorial content of print media, Mr. Northcross gave the stand-

when you think

NEW YORK RADIO

think

wmca

wmca
THE VOICE OF NEW YORK
570 kc
the straus broadcasting group

Represented by AM Radio Sales

SUCCESS SECRETS BARED TO FCC continued

ard answer—that the public holds the sponsor responsible for his programs—and added that the costs of television are "so much more enormous" and the risks "so much greater" that sponsoring a television program is almost like launching a new product, so that much greater care is essential.

Sameness an Accident ▪ Mr. Underhill, of United States Steel, was questioned about the "sameness" of television programs over the past three or four years, and replied:

"I agree there has been a tendency toward 'sameness' on network television programs the last few years. But I think it's an accident rather than a plan. There has been an absence of new writing talent over the past few years, because of various changes in the industry."

Earlier Mr. Underhill, whose company sponsors *The United States Steel Hour* on CBS-TV on alternate weeks, had noted the trend away from live drama programs on tv in recent years.

Mr. Underhill expressed the view that a live drama program seemed to be a suitable vehicle for U. S. Steel's objective of attaining effective exposure of both its product and institutional advertising messages. He testified that the company and its producer, the Theatre Guild, have been successful in keeping costs down, though he estimated that overall costs for the *Steel Hour* have risen about five times over 1951, while production costs are only about twice as much. He attributed the difference to expansion in the station lineup and to higher station charges.

The Theatre Guild is the creative head for the program, Mr. Underhill said, but the company and its agency work with the producer in deciding on which script to produce. The program uses 25 scripts a year, he pointed out, but the company may contract for as many as 10 or 12 additional scripts each year in order to find the suitable ones.

Tv Helped Growth ▪ Mr. Lavin, president of Alberto-Culver, praised television for contributing "a great deal" to the growth of the company and reported A-C spends about $15 million in tv, both network and spot. He said the company aims primarily for the women's audience.

Alberto-Culver has no list of programming taboos and does not give its agency any oral instructions concerning programs to buy, Mr. Lavin told the hearing. He relies solely on the agency's "good judgment" in examining programming for the company in terms of "good taste" and "quality."

Mr. Lavin said cost-per-thousand was "important" to the company, which tries to attain a cpm of $4 on evening shows and $1-1.50 on daytime shows. He added he would consider any amount beyond $4 an "inefficient" cost-per-thousand for Alberto-Culver.

Mr. Lavin said he regards the magazine concept unfavorably.

Products Inserted ▪ Mr. Brown, vice president in charge of advertising for the Best Foods Div., Corn Products Sales Co., told the hearing that Best Foods depends on its agency to review scripts for possible infringement of taste and business policy. He mentioned several examples of revisions—requested by the agency and agreed to by the producer—in the scripts of various *Dennis the Menace* episodes.

"In one episode, a character used the expression, 'a snowball in hell'." Mr. Brown related. "The agency thought that could be considered offensive and something milder was substituted. In another episode Dennis was shown with a soft drink . Since Bosco was the product advertised on the show, the agency felt that Bosco and milk should be shown instead. This was done. In another episode, Dennis was to munch a bologna sandwich. The agency suggested that he nibble on a peanut butter sandwich. Skippy Peanut Butter is one of our products."

Mr. Brown lauded television as an advertising medium, pointing out Best Foods will spend about 50% of its budget in tv in 1961, and will raise this figure to 60% in 1962.

Reflects Agency ▪ Mr. McNell of Glenbrook Labs, division of Sterling Drugs, said Thursday afternoon that "generally speaking, the selection of network television shows into which Glenbrook buys reflects in a major degree the recommendations of Dancer-Fitzgerald-Sample, our advertising agency associated with us for three decades of Sterling growth."

Glenbrook's network tv program selections, he said, are made solely on the basis of specific shows which reach in each case the kind of audience appropriate to its product line (products include Bayer Aspirin, Flavored Bayer Aspirin for Children, regular and flavored Phillips' Milk of Magnesia). Glenbrook, which Mr. McNell stated is the only Sterling division using tv, is a participating advertiser on four nighttime and six daytime tv network shows (prime-time participations in the 1961-62 season are in *Route 66* and *Perry Mason,* both on CBS-TV; *Thriller* and *Dr. Kildare,* both NBC-TV.)

During questioning, Mr. McNell elaborated briefly on the stress placed on scripts keeping in character with the pilot show. He cited one instance in the case of Glenbrook's buy into *Route 66* last season. He pointed out that the idea of the pilot was to have "these two young boys experience adventures at various places on the highway, but then we noticed that eight or nine successive shows were shot around Hollywood so we requested that the program move around the country more."

National Dairy Salesmen ▪ Spokesmen for two divisions of National Dairy Products Corp. were called Thursday afternoon: Mr. Gundell, Sealtest Foods and Mr. Davis of Kraft Foods. Mr. Gundell said:

"The selection of any particular program is a complex process, involving various criteria of good taste, entertainment and commercial values, cost, appreciation of creative and artistic qualities and the factor of executive judgment. In exercising this judgment, we do not rely upon a written policy; neither do we automatically subscribe to prevailing television program patterns. However, we do have a basic principle that governs the selection of our programs—they should be in good taste and appeal to the entire family.

"Our marketing and advertising executives work closely with our advertising agencies (N. W. Ayer & Son for Sealtest; J. Walter Thompson for Kraft) in formulating and re-evaluating our television activities, and in choosing programs which are compatible with our principles, our products, and the family circle to which we appeal. We value the agencies' knowledge and judgment, and rely upon their counsel and advice as experts in advertising. The final decision rests with our own management."

Kraft Foods' current program is *Kraft Music Hall,* which started its third year Oct. 4. Sealtest's program this season is *The Bob Newhart Show,* which will follow *Music Hall,* starting Oct. 11, on NBC-TV's Thursday night schedule.

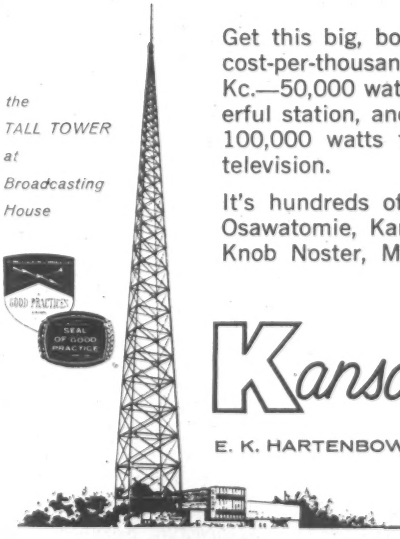
Big deal

What is believed to be one of the largest package deals between a major national advertiser and a local television station was signed by Liggett & Myers (Chesterfield and L&M cigarettes) and KTTV (TV) Los Angeles.

The package, arranged by J. Walter Thompson Co., New York, was estimated to be in the neighborhood of $250,000. It calls for sponsorship of 91 events (public affairs, sports and specials) over a period of 60 weeks —more than 250 hours of air time. Over half of the telecasts will be sports events.

when you think of Kansas City remember our **A. P.***

the TALL TOWER at Broadcasting House



Get this big, bold, booming market at **low** cost-per-thousand on KCMO-Radio — 810 Kc.—50,000 watts, Kansas City's most powerful station, and KCMO-TV — Channel 5 — 100,000 watts full power from tall tower television.

It's hundreds of towns and villages — like Osawatomie, Kansas; Tecumseh, Nebraska; Knob Noster, Missouri . . . a 200-mile wide market, representing well over 2,300,000 hearty folk . . . plain and "everyday" . . . but very prosperous.

Because KCMO-Radio and KCMO-TV award-winning news men, farm directors and programmers **know** these persons . . . these towns . . . intimately, they deliver the kind of programs that give you an AREA POTENTIAL of 2,320,499 cash customers.

* AREA POTENTIAL

Kansas City MO TV-Radio-FM

E. K. HARTENBOWER, V. P. and Gen. Mgr., R.W. EVANS, Radio Sta. Mgr., SID TREMBLE, TV Sta. Mgr.

Represented Nationally by Katz Agency

A Meredith Station Affiliated with "Better Homes and Gardens" & "Successful Farming" Magazines.

LEO BURNETT IN TOP LEVEL SHUFFLE

Daniels takes over Heath duties; Thiele replaces Young

Leo Burnett Co., Chicago, last Monday announced several major changes in the agency's management structure effective immediately following plans of one key official to retire and another to partially retire. Leo Burnett, board chairman and one of eight original founders, continues in that post and as the chief operating officer of the agency. Burnett anticipates it will exceed $125 million gross billing this year.

Richard N. Heath, until now chairman of the executive committee, announced his decision to withdraw from active participation at the end of this year, but he will continue as a director. Draper Daniels, until now executive vice president for creative services, succeeds him as executive committee chairman. Mr. Heath has been with Burnett 24 years.

William T. Young Jr., announced his retirement as president and will be succeeded by Edward M. Thiele, who has been executive vice president for client services. Mr. Young has decided to divide his time between the agency and his personal affairs. He will continue active in agency management as a director, a member of the executive committee and as chairman of the plans board.

Other key appointments, all new positions:

Leonard S. Matthews, vice president for marketing services, becomes executive vice president for broadcasting media and administration; Philip H. Schaff Jr., executive vice president for administration and finance, becames chairman of the finance committee; Strother Cary, vice president for client services, becomes vice chairman of the executive committee. Mr. Cary, who was one of the eight founders, also continues as vice president for client services.

Messrs. Burnett and Heath announced that other key officers continue in their present positions: James E. Weber, executive vice president in charge of marketing services (research and marketing departments), and DeWitt O'Kieffe, senior vice president and an agency founder. They also announced that the area of responsibility for Robert G. Everett has been "considerably broadened" as overall management representative for a number of clients and he will work with Mr. Weber.

Mr. Young has been president of Burnett three years. Mr. Thiele has been with the agency for 10 years. He is 47.

Mr. Daniels, 48, will continue to have full responsibility for Burnett's creative output and will continue to head the creative review committee, Mr. Burnett explained. Mr. Daniels has been with the agency since 1954 and before that had been with Young & Rubicam, Kenyon & Eckhardt and McCann-Erickson.

Mr. Matthews, 39, in his new position will have primary management responsibility for the media department and for both the business and programming areas of the broadcasting department. Research, marketing and client services also will be included in his administrative duties. He has been with Burnett 14 years. Mr. Schaff has been with the agency since 1947 in various capacities. Burnett passed the $100 million billing level in 1958.

Mr. Burnett | Mr. Heath | Mr. Daniels | Mr. Young

Mr. Thiele | Mr. Matthews | Mr. Schaff | Mr. Cary

Morning Minute Plan sold out at CBS-TV

CBS-TV's nine-month-old Morning Minute Plan (BROADCASTING, Jan. 16, et seq.) is sold out with a total of 28 participating advertisers, according to William H. Hylan, vice president of sales administration. Instituted because morning sales were skimpy, the buying plan provides for rotating, minute-participation sponsorships in the network's 10 a.m.-12 noon (EDT) Monday-through-Friday period, and the advertisers' commercials rotate through all four programs—*Calendar, I Love Lucy, Video Village* and *Your Surprise Package*—during the two-hour span and within a given day of the week.

Morning Minute Plan advertisers are: Church & Dwight (Arm & Hammer), Gold Seal, Bon Ami, R. T. French, Morton Pie, Dow Chemical, Vick Chemical, Alberto-Culver, Noxzema, Standard Brands, Hartz Mountain, Mentholatum, Chesebrough-Ponds, Kellogg, Mazola Margarine, A-1 Sauce, Shinola, Toni, Campbell Soup, Isodine, Staley Mfg., Lever Bros., Excedrin, Menly & James, Scott Paper, Armstrong Cork, Thomas Leeming and Minnesota Mining & Mfg.

Illinois farm network signs five for 2nd year

Five major farm advertisers have signed for their second full year of sponsorships on the Illinois Radio Network, a daily leased-wire regional network of 14 stations in that state. IRN president William J. Nolan said the renewal further marks the trend of agricultural radio sponsors to local market stations. Advertisers include International Harvester, Keystone Steel & Wire, Allied Mills, DeKalb Agricultural Assn. and Honeggers & Co.

IRN has been operating without publicity during the past year to prove out its daily operation of live market reports from Chicago. A new weekday noontime program from the U. S. Weather Bureau in Chicago has been added. IRN offers all program production and live remote facilities, Mr. Nolan said. One-time one-minute full-network rate is $106.35. Mr. Nolan has been in Chicago radio 14 years and is an engineer at WLS there. IRN address: 35 E. Wacker Drive, Chicago 1. Phone Central 6-1498.

New RCA Cartridge Tape System with "TRIP CUE"

Here's the cartridge tape system with something new—*trip cue!* This unique feature allows you to record a special trip-cue tone that, during playback, can be used to start the next device in an automatic or semi-automatic system, with split-second timing. (In TV operations it may be used to advance slide projectors.)

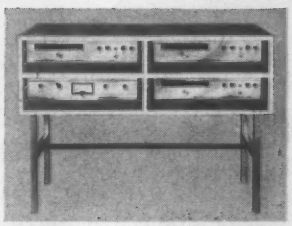
Delayed broadcast, spot announcement campaigns, production aids, themes, station breaks can be handled by the RT-7A with a minimum of effort. Cartridge is selected, placed in a playback unit, forgotton until "Air" time, then instantly played at the flick of a button. Cueing and threading are eliminated.

Check this handsomely-styled equipment against any other for compactness and design... Provides transistor circuitry, low power consumption, simplicity of operation! It's one more in a growing line of value-packed new products for radio and television stations from the pioneer in broadcasting. See your RCA Broadcast Representative. Or write to RCA Broadcast and Television Equipment, Dept. AB-22, Building 15-5, Camden, N. J.

RCA

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA



Typical packaging is this attractive four-unit console with single BA-7 Cartridge Tape Record and Playback Amplifier and three Cartridge Tape Decks, as illustrated.

Separate units of this system available are the Record and Playback Amplifier, and the Cartridge Tape Deck. A Cartridge Storage Rack is also available.

*ARB REPORTS WSIX-TV 8 NO. 1 in Metro Share of Audience and Total Homes Delivered, 6 to 10 P.M. Monday through Friday (*June ARB, 1961)

WSIX TV 8 NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc

NEEDED: MORE PRECISE MEASUREMENT

ARF conference told how to determine tv's effect

It ain't easy, but it can be done—and the time to start doing it is now.

This slangy simplification summarizes the eruditely developed conclusions reached on the subject of evaluating the effectiveness of television advertising, as treated during the Advertising Research Foundation's seventh annual conference in New York last Tuesday.

Such techniques as "regression analysis," "controlled experimentation" and "statistical decision theory" got star billing, but in rebuttal the audience was cautioned that a much simpler thing—the size of the audience, as typified by a less complicated sounding device called "ratings"—ought not to be overlooked in the process. There was uniform agreement, however, that the need for more precise measurements of advertising's effectiveness is great.

Jack B. Landis, director of developmental research for J. Walter Thompson Co., reviewed problems and methods of measuring tv advertising effectiveness as one of the principals in a session on mass media. In the process he cited an experiment which showed that stepping up tv usage to abnormal levels may produce abnormally good sales results for the advertiser.

In this experiment a household product used (1) no spot television in some markets, (2) its "normal" volume of spot television in some other markets, (3) twice its "normal" volume in still other markets.

The Results ▪ Sales went up in the markets where a "normal" volume of spot tv was used, but slid back again after the advertising stopped. In the double-weight markets, sales went much higher and stayed up much longer. "After removal of the advertising from these markets the levels slipped slightly but remained quite a bit higher than in the [other] markets," Mr. Landis reported.

Another example showed the trickiness of figures as well as the hazards of stopping sales-effectiveness research too soon. In this study, supplied by NBC, 28.4% of the viewers of a specific program (not identified) were found to be buying the sponsor's product, as compared to 19% buying among non-viewers. "The first impulse," Mr. Landis noted, "is to say that the 9.4% difference . . . should be credited to the program."

But he pointed out that by "matching" viewers and non-viewers it could be found that 1.6% of the 9.4% difference in buying levels could be attributed to age, and that further research, including regression analysis, could show that sales went up 3.6% for every 10 years' increase in the customer's age—and that the buying rate went down 4.6% for every $1,000 of the customer's income.

After analyzing 11 factors in addition to that of viewing, Mr. Landis said, it was found that viewing was responsible for 6.4% of the sales among viewers, while various factors not associated with viewing accounted for the other 22%.

L. T. Steele, senior vice president and management supervisor for Benton & Bowles, appearing as "discussant" to evaluate Mr. Landis' evaluation, concurred on the need for effectiveness research but cautioned that since advertising's impact still depends to a great extent on the number of people who see it, ratings remain "vitally important."

Dr. George H. Brown, director of the marketing research office of Ford Motor Co., examined techniques for comparing the advertising effectiveness of different media. He said Ford has been engaged in research work the results of which cannot be detailed yet but which shows "(1) a demonstrable relationship between advertising and sales and (2) no significant superiority

ARBITRON'S DAILY CHOICES

Listed below are the highest ranking television shows for each day of the week Sept. 28-Oct 4. as rated by the National Arbitron instant ratings of the American Research Bureau. These ratings are from a sample of 1,200 television homes per half hour properly distributed across the U. S.

Date	Program and Time	Network	Rating
Thur., Sept. 28	**Sing Along With Mitch** (10 p.m.)	NBC-TV	27.9
Fri., Sept. 29	**Rawhide** (7:30 p.m.)	CBS-TV	20.1
Sat., Sept. 30	**Perry Mason** (7:30 p.m.)	CBS-TV	25.5
Sun., Oct. 1	**Bonanza** (9 p.m.)	NBC-TV	28.5
Mon., Oct. 2	**Andy Griffith Show** (9:30 p.m.)	CBS-TV	23.8
Tue., Oct. 3	**Red Skelton Show** (9 p.m.)	CBS-TV	24.9
Wed., Oct. 4	**Wagon Train** (7:30 p.m.)	NBC-TV	27.2

Copyright 1961 American Research Bureau

KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON-TV HAS MOST POSITIVE IMAGE IN SAN FRANCISCO*

*Dr. Ernest Dichter, Ph.D.
Institute for Motivational Research
San Francisco Study, 1960-61

· S. F. CHRONICLE · NBC AFFILIATE · CHANNEL 4 · PETERS, GRIFFIN, WOODWARD ·

SEAL OF GOOD PRACTICE

The cost anatomy of a tv spot campaign

After a three-month summer lay off, the National Federation of Coffee Growers of Colombia is back in national spot tv. The federation's new campaign, which began in most markets Sept. 17, covers 21 stations in 10 major U. S. and Canadian markets on a 13-week schedule ending in December. Another station on a seven-week schedule is due to be added later this month. The campaign calls for the use of a total of 165 spots per week at an overall expenditure of nearly $500,000.

With typical coffee-worker, Juan Valdez, acting as commercial representative, the federation prepared nine 60-second commercials in April. Only two are being used in the current campaign. All were produced in both back-and-white, and color, and were filmed in the rugged mountain coffee-growing country near Manizales, Colombia. Six stations during the current campaign are showing the commercials in color. It marks the first time the federation has ever made use of color commercials.

Theme of the campaign, which again is being handled by the advertiser's agency, Doyle Dane Bernbach, is the support of the sale of quality coffee blends that contain large percentages of Colombian coffee. This advertising is done under the generic heading of "Coffees of Colombia," and is similar to other tv campaigns the federation and DDB have conducted with award-winning success. But currently some of the federation's tv advertising reflects a major departure from the past. For the first time the federation is directing promotional support for specific brands of 100% Colombian coffee. Messages about these brands, all of which are sold on a local basis, are tied in as 10-second trailers to the regular Juan Valdez commercials. The messages announce the availability of the specific brand and give locations where it can be purchased.

The logistics of the federation's current advertising schedule add up to what might properly be called the anatomy of a spot tv campaign. DDB has bought the following 13-week, 60-second schedules for the federation:

Station	Spots per week	Weekly cost
WMAR-TV Baltimore	12	$1,470
WBZ-TV Boston	6	1,428
WBEN-TV Buffalo	5	735
WGR-TV Buffalo	2	390
WBBM-TV Chicago	7	2,713
WGN-TV Chicago	5	1,190
KYW-TV Cleveland	8	1,414
WJBK-TV Detroit	6	1,065
CKLW-TV Windsor (Detroit)	3	400
KNXT (TV) Los Angeles	14	2,170
KRCA-TV Los Angeles	10	1,500
WCBS-TV New York	12	5,045
WNBC-TV New York	4	3,810
WCAU-TV Philadelphia	6	1,580
WRCV-TV Philadelphia	6	1,333
KDKA-TV Pittsburgh	14	1,574
KRON-TV San Francisco	6	487
KGO-TV San Francisco	6	580
KPIX (TV) San Francisco	11	1,704
WTOP-TV Washington	15	1,379
WMAL-TV Washington	1	285

In addition the federation has purchased a 7-week schedule starting Oct. 30 of 7 spots a week at a weekly cost of $1,830 on WOR-TV New York.

Juan Valdez is back on spot television. The dark-eyed commercial representative of the National Federation of Coffee Growers of Colombia will be seen in 10 major U.S. and Canadian markets.

Four weekly spots on WNBC-TV; 10 weekly spots on KRCA-TV; 1 weekly spot on WGN-TV; 4 weekly (2 rotating) spots on KRON-TV; and 4 weekly spots on WRCV-TV are in color. Two of the seven weekly spots on WOR-TV also will be in color.

Most of the schedules started on Sept. 17. With the exception of WOR-TV the others started on Sept. 24. In a few instances the weekly costs of the spots given were slightly reduced as of Oct. 1 due to advertiser-station arrangement.

The current campaign will lift the federation's total gross time tv billings to more than $1 million this year. Only two years ago the federation was a first-time, tentative television advertiser with some vague ideas on how to influence consumers on the fine quality of coffee Colombia produces. In January 1960, the federation ran a spot campaign on a 21-week schedule in New York, and an extensive newspaper campaign in nine other major markets. A survey taken after the campaign showed that tremendous progress had been made in New York, but an only indifferent impact had been scored in the other markets. By the fall of 1960, the coffee federation had become a confirmed tv advertiser, switching all its newspaper billings to spot television.

The federation, according to Television Bureau of Advertising figures, spent a total of $810,640 in gross time billings—all in spot—in 1960. In the first six months of this year, it spent $604,880 in spot tv billings. TvB says the federation is the fourth biggest association advertiser on tv, with only such giants in the field as the National Grape Cooperative Assn., Pan American Coffee Bureau, and American Gas Assn. outranking it.

C. Jackson Shuttleworth Jr., the federation's director of advertising, indicates that his organization is planning another heavy spot campaign—this one for 21 weeks—beginning January 1962.

or infirmity for any one of the limited number of media for which we have completed enough tests to warrant drawing conclusions."

Arthur Hull Hayes, president of CBS Radio, is chairman of ARF.

In the principal luncheon address Under Secretary of Commerce Edward Gudeman commended the advertising business for its role in advancing the national economy and called on it to face "the obvious challenge" of stimulating even greater consumer demand.

Rep appointments...

▪ WQSR Syracuse, N. Y.: Weed Radio Corp., New York, as national representative. Station, owned by Entertainment & Amusements of Ohio Inc., signed on the air Oct. 2.

▪ WDRC Hartford, Conn.: John Blair & Co., New York, as national representative.

▪ WKTX Atlantic Beach, Fla.: J. D. Whitehead & Assoc., Atlanta.

Every important food chain uses WDAY-TV, Fargo!

These four big food chains make approximately 75% of ALL the retail food sales in the big WDAY-TV area—and that 75% equals nearly *$116,000,000 per year!*

Advertising isn't the whole answer, of course, because the Fargo area is a *fabulous one.* But it is significant that the four important food chains in the area *all use WDAY-TV on a year-'round basis.*

Certainly you can be sure that the biggest merchants in North Dakota know a lot about the best media values! Ask PGW for all the facts!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

Jane Johnston speaks for *Red Owl* on the Red Owl Theatre on WDAY-TV

Carol Olson speaks for *Fairway-Super Fair* in the Phil Silvers Show on WDAY-TV

Bill Weaver speaks for *Super Valu* in their very heavy spot schedule on WDAY-TV

Glen Hanson speaks for *Piggly Wiggly* on "Bold Venture" on WDAY-TV

July's tv network billings

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION
Source: TvB/LNA-BAR

	July 1961	January-July 1961	January-July 1960
Agriculture & farming	$ 161,200	$ 1,472,684	$ 1,318,807
Apparel, footwear & accessories	212,370	5,980,655	4,414,855
Automotive, automotive accessories & equipment	3,286,613	26 522,097	30,641,724
Beer, wine	401,354	3,613,886	4,627,132
Building materials, equipment & fixtures	37,336	2,525,476	1,550,794
Confectionery & soft drinks	793,604	11,652,153	9,114,154
Consumer services	428.111	3,604,219	2,142,820
Drugs & remedies	7,363,913	52,151,225	47,327,416
Entertainment & amusement	82,632	879,902	842,467
Food & food products	10,561,028	79,187,446	65,332,423
Freight, industrial & agricultural development	.....	270,010	247,530
Gasoline, lubricants & other fuels	1,251,015	10,035,015	8,748,970
Horticulture	.....	165,790	371,250
Household equipment & supplies	2,672,986	17,901,059	18,302,491
Household furnishings	293,556	2,139,093	3,499,664
Industrial materials	1,170,955	10,645,341	14,619,003
Insurance	892,221	6,648,849	8,454,479
Jewelry optical goods & cameras	762,179	7,316,008	6,631,684
Office equipment, stationery & writing supplies	57,188	1,474,772	1,866,420
Publishing & media	47,963	1,152,203	1,617,192
Radio, tv sets, phonographs-musical instruments, accessories	.....	1,039,031	3,655,177
Retail or direct by mail	.....	145,164	36,792
Smoking materials	8,098,069	47,669,577	44,865,471
Soaps, cleansers & polishes	6,600,689	49,712,364	39,925,448
Sporting goods & toys	167,516	1,905,306	1,442,792
Toiletries & toilet goods	11,927,387	70,891,507	64,867,095
Travel hotels & resorts	.....	33,829	765,173
Miscellaneous	863,527	5,239,527	4,842,968
TOTAL	$58,133,412	$421,974,188	$392,072,191

ESTIMATED EXPENDITURES OF TOP 15 NETWORK COMPANY ADVERTISERS
Source: TvB/LNA-BAR
July 1961

1.	Procter & Gamble	$5,055,244
2.	American Home Products	2,756,405
3.	Lever Brothers	2,748,463
4.	R. J. Reynolds	2,047,755
5.	P. Lorillard	1,884,176
6.	Colgate-Palmolive	1,798,010
7.	General Foods	1,544,339
8.	General Mills	1,506,867
9.	General Motors	1,424,367
10.	Brown & Williamson	1,374,961
11.	Gillette	1,312,347
12.	Bristol-Myers	1,302,623
13.	Sterling Drug	1,149,687
14.	S. C. Johnson & Son	1,001,968
15.	Miles Laboratories	944,735

ESTIMATED EXPENDITURES OF TOP 15 NETWORK BRAND ADVERTISERS
Source: TvB/LNA-BAR
July 1961

1.	Crest tooth paste	$978,850
2.	Anacin tablets	873,557
3.	Winston cigarettes	779,299
4.	Camel cigarettes	767,524
5.	Kent cigarettes	725,811
6.	Bufferin	644,930
7.	Tide	582,284
8.	Spring cigarettes	542,064
9.	Salem cigarettes	500,932
10.	Viceroy cigarettes	480,435
11.	Swan liquid detergent	466,054
12.	Goodyear car tires	462,837
13.	Pall Mall cigarettes	438,322
14.	Alka-Seltzer	434,124
15.	Chevrolet passenger cars	420,911

TvAR answers magazines on daytime tv findings

Television Advertising Representatives Inc., New York, has distributed to its stations a point-by-point rejoinder to a Hooper survey conducted for *McCalls* and *Ladies' Home Journal* magazines which the rep firm claims discredits daytime tv as an advertising medium.

Calling the survey "one of the sorriest examples of media research," TvAR set out to get the record straight regarding such statements in a *McCall's* release as: "Daytime tv lacks appeal among women under 50 and those in better income households." TvAR asserted:

"The survey covered only four daytime television programs—three of which are 'soap operas' (*As the World Turns, Guiding Light, Edge of Night* and *Concentration*). Interviewing consisted of phone calls to housewives who were questioned as to (1) which of these four programs they watched 'last week' and (2) how many days 'last week' they watched these programs.

"All conclusions relating to characteristics of the daytime television audience were based solely on the housewives who watched each of these programs every day of the week—(a group *McCalls* and *Ladies' Home Journal* refer to as 'frequent' viewers).

On another point, that an analysis of the kind of women who watch these programs should have been properly based on all viewers rather than the group who watch five days a week, TvAR asks: "Could it be that the use of the total audience might have produced different results?"

The memo to stations concludes that "while there is every reason for one medium to analyze the audience of a competitive medium, the use of faulty research techniques and the application of results far beyond the scope of a particular survey is inexcusable."

Food stores say day tv best advertising medium

Daytime television is regarded by the nation's self-service market operators as their most effective advertising medium, according to the results of a study by CBS-TV.

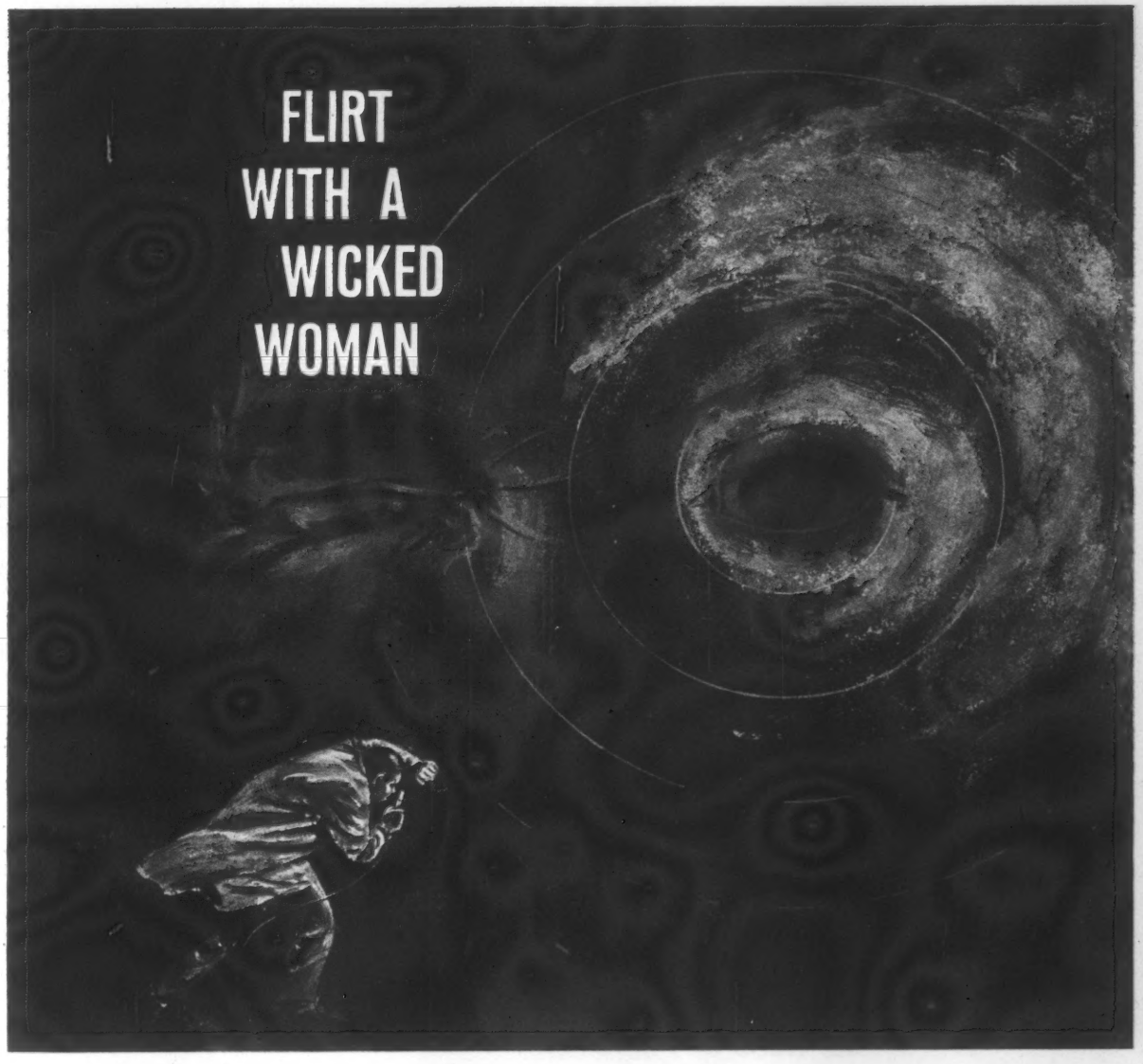
The study, made for CBS-TV by the research firm of Stewart, Dougdale & Assoc. New York, was conducted last spring among more than 2,800 self-service dealers in food, drug and variety stores throughout the country. The results, incorporated into a CBS-TV presentation, are being mailed to advertisers, agencies and stations.

Dealers were asked to compare the effectiveness of billboard, radio, women's magazines, newspapers, Sunday supplements and daytime television in selling to women customers. All three dealers' groups preferred daytime tv, with an average of 67% of the dealers favoring that medium, followed by newspapers, women's magazines, radio, Sunday supplements and billboards.

Niles opens N. Y. studio

The Fred Niles Communications Centers has announced the opening of a motion picture production studio in New York City, the company's third film production facility in the country. The organization, which has other studios in Chicago and Hollywood, produces tv commercials, industrial and public relations films and television programs.

The New York studio is at 108 West End Ave., telephone Susquehanna 7-8770. Howard Henkin, formerly a partner in HFH Productions, is in charge of the New York facility.



It could be disastrous (and almost was to WFAA's Wes Wise and Jack Renfro). "Carla" was her name, and the courtship lasted a full week. As Texas' worst hurricane in 60 years bore down on the coast, WFAA's two-man team drove from city to city for their date – determined to rendezvous in the very "eye" of the storm. All during this period they reported back to WFAA listeners . . . 42 reports in all. Many have called it the "greatest" reporting job of the year for a station hundreds of miles from the scene.

Another example of top reporting through electronic journalism from "Southwest Central" – the spot on the dial where more of a highly news-conscious audience reside every day. It's just the spot for your message, and your PETRYMAN can effectively slot that schedule for you.

WFAA–820
RADIO DALLAS
Represented by Edward Petry & Co., Inc. The Original Station Representative

AT *"Communications Center."* DALLAS
WFAA • AM • FM • TV—THE DALLAS MORNING NEWS

IMPROVING AGENCY-MEDIA DEALINGS

Study shows likes, dislikes among media buyers, salesmen

Agency buyers and media salesmen vented their likes and dislikes about each other—and thus produced some suggestions for mutual improvement of their business relationships—in a Minneapolis-St. Paul area survey released last week.

The Twin City council of the American Assn. of Advertising Agencies released the findings of the study, one in a series planned by AAAA regional councils. The Michigan council conducted one a year ago, and results of one from the St. Louis area may be released soon.

Buyers in 30 Minneapolis-St. Paul agency offices rated television and radio as Nos. 3 and 4 among media whose salesmen they feel do "the best jobs." Trade magazine representatives were rated No. 1, consumer magazine No. 2. Television and radio salesmen were followed, in the buyers' ranking, by newspapers, outdoor advertising and direct mail.

Asked what they liked best about television salesmen, the buyers included among their favorite traits "optimism," the offering of specific advertising suggestions, the submission of availabilities on time, and creativity. Among the traits they liked least were "down-grading large stations," "over-sold on tv," "sound and fury only," and "offering 'choice' time that isn't."

Radio Salesmen ▪ Among radio salesmen the things buyers liked most included "know the statistics," "good-planning," "brief presentations," favorable costs, submitting availabilities on time, and their general tendency to "accept our decisions." Liked least in radio salesmen: "fast-pitch artists," "over-ambition," failure to submit "facts" and, at the other extreme, "vast array of radio data," stressing merchandising instead of media values, and failure to suggest creative buying methods.

Paul R. Phillips of Knox Reeves Adv., chairman of the Twin City council, released a list of suggestions for improving buyer-salesmen relationships, based on the survey results:

1. "Since most media buyers prefer calls by appointment—but since there is an important difference of preference on this point—it would seem wise for media representatives to find out as much as they can about the preferences of individual media buyers and to conform to their preferences, in individual cases, as much as is practicable."

2. "Because so many media representatives and agency buyers disapprove of setting aside definite time periods for calls without appointment (with calls at other times by appointment only), it would not seem best for agencies to make use of this practice."

3. "Agency media buyers, in general, speak favorably of media salesmen's presentation material—but clearly there is room for improvement."

4. Media salesmen should submit condensed versions of their presentations to buyers to summarize their full-scale pitches.

5. Media salesmen would do well to avoid "strictly comparative" presentations and concentrate on "positive facts" about the medium they're selling, "with or without comparative facts included."

6. "It would appear to be very important for media salesmen to check the timing of their pitches with media buyers more often—since so many buyers believe that timing of presentations is often either too early or too late. It would seem equally important for buyers to keep the timing of sales presentations in mind—and to avoid putting salesmen off until it is too late (as media representatives say the buyers do, at least some of the time)."

7. "Since most media salesmen feel that they do not get enough information from buyers, at least some of the time, it would appear very important for the buyers to make a definite point of providing more information, to the greatest extent possible and consistent with objectives. This should not be too difficult, since most agency respondents say they are in favor of giving media reps more information."

8. "Media buyers might well resolve to be more receptive and attentive, more often," to salesmen's suggestions about markets and scheduling.

9. "Because buyers differ in their attitudes toward long presentations, salesmen ought to "study the personalities, preferences and problems of individual buyers as much as practical—and perhaps to weigh the value of a pitch that is objected to against no pitch at all (or the postponement of the pitch until a more auspicious time)."

10. More buyers ought to consider explaining to a salesman, in detail, why a particular decision went against him.

11. Buyers were divided about 50-50 on whether they object to a salesman taking his case directly to the client when the buyer's decision has been adverse. Salesmen, therefore, "should perhaps give consideration, in individual instances, to the attitude of the buyer involved and the relative importance of the rebuttal as a sales technique."

12. Salesmen for other media

NOW 425,200
TELEVISION HOMES
... in the land of Profitunity!
SERVED BEST BY WFLA-TV

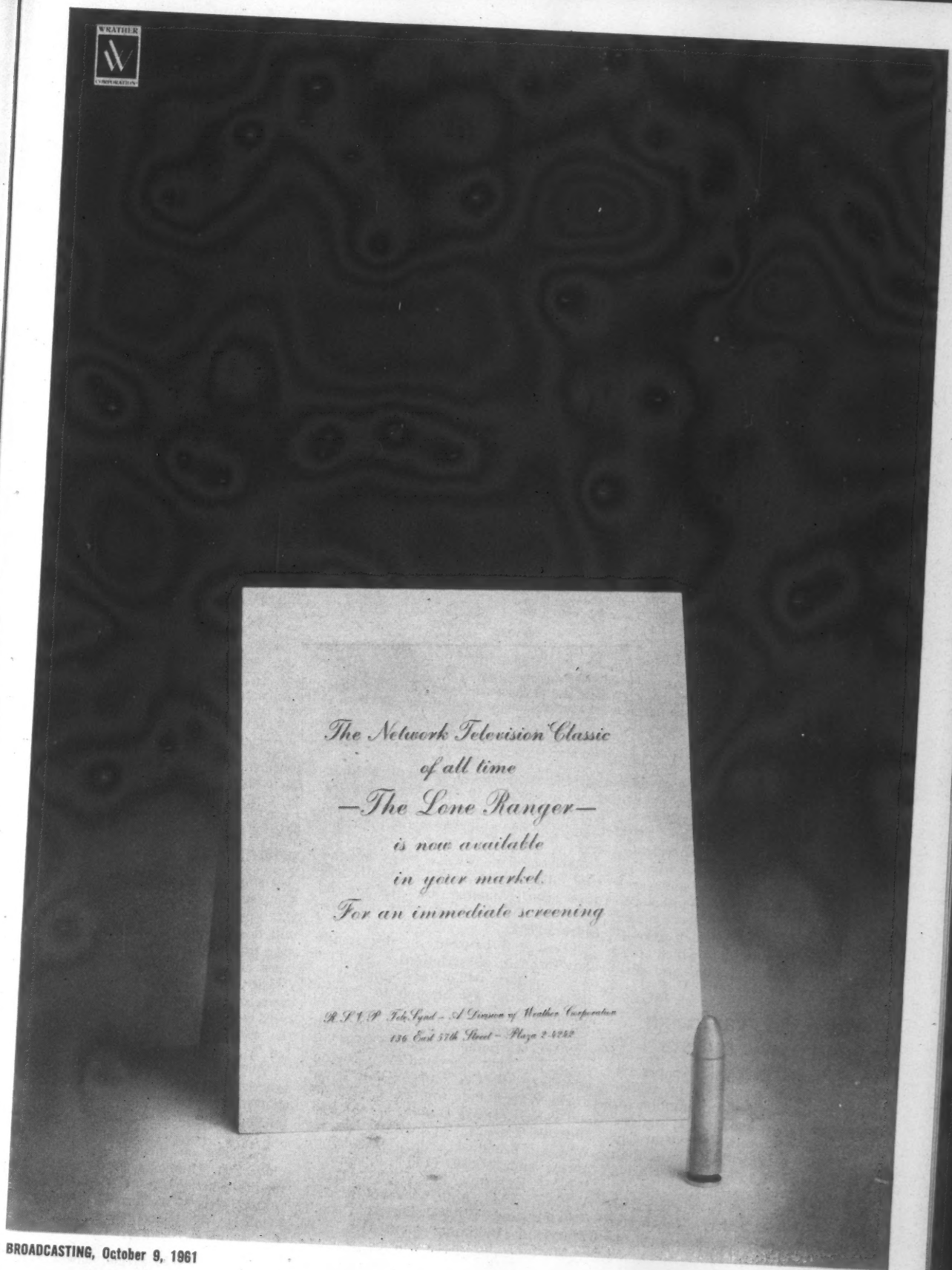
Any advertiser seeking sales in America's top markets — must include the Tampa - St. Petersburg Metropolitan Market — America's 28th Retail Market, which includes Florida's largest city — Tampa!

WFLA-TV delivers the Tampa - St. Petersburg market plus 26 other big, busy counties — a total sales market of 425,200 TV homes* — *an increase of 53,000 TV homes in the last year!*

Want top-rated availabilities on this Florida Sales Powerhouse? See your Blair-TV man, or write us.

*ARB TV home estimates, 6/61

Channel 8
REPRESENTED NATIONALLY BY BLAIR-TV
wfla-tv NBC


WRATHER
CORPORATION
The Network Television Classic
of all time
—The Lone Ranger—
is now available
in your market.
For an immediate screening
R.S.V.P. Feb-Synd – A Division of Wrather Corporation
136 East 57th Street – Plaza 2-4752

The ad agency profit margin squeeze

The average net profit of advertising agencies, computed as a percentage of gross income, has been declining over the past 10 years, hitting a bottom point of 3.86% in 1960 as compared with 6.17% in 1951, as shown on this chart prepared by the American Assn. of Advertising Agencies. AAAA also added a new set of figures, covering incorporated agencies only. An association spokesman noted that it was tending to make more use of this figure than the one for all agencies since the latter includes proprietorships and partnerships which are not actually comparable with corporations.

Ten-Year Record of Advertising Agencies' Costs and Profits
(Per cent of gross income unless otherwise stated)

	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960
Number of agencies represented	188	197	207	213	211	213	222	239	240	245
Rent and depreciation	5.93%	6.03%	5.93%	6.03%	6.09%	6.32%	6.69%	7.20%	6.92%	7.02%
Taxes (other than U. S. income)	1.68	1.47	1.45	1.47	1.58	1.65	1.71	1.72	1.91	2.18
Other operating expense	14.16	14.50	14.40	13.96	13.58	13.69	13.92	14.51	14.14	14.34
Total payroll	68.57	68.62	68.63	69.87	69.10	68.58	69.86	70.30	69.18	68.94
Payments into pension or profit-sharing plans	0.81	0.65	0.88	0.91	1.10	1.42	1.31	1.17	1.27	1.31
Insurance for employe benefit	0.14	0.19	0.21	0.24	0.34	0.41	0.42	0.45	0.52	0.56
Total expenses	91.29	91.46	91.50	92.48	91.79	92.07	93.1	95.35	93.94	94.35
Profit before U. S. income tax (as percentage of gross income)*	8.71	8.54	8.50	7.52	8.21	7.93	6.09	4.65	6.06	5.65
U. S. income taxes	2.54	2.29	2.40	2.11	2.70	2.74	1.98	1.42	1.79	1.79
Net profit (as percentage of gross income)*	6.17	6.25	6.10	5.41	5.51	5.19	4.11	3.23	4.27	3.86
Profit before U. S. income tax for incorporated agencies (as percentage of gross income)*	9.42	8.40	8.80	8.17	8.63	8.57	6.09	4.28	5.94	5.56
U. S. income tax for incorporated agencies	3.78	3.41	3.36	3.20	3.57	3.55	2.55	1.89	2.17	2.12
Net profit for incorporated agencies (as percentage of gross income)*	5.64	4.99	5.44	4.97	5.06	5.02	3.54	2.39	3.77	3.44
Net profit for incorporated agencies (as percentage of sales—i.e. billing)	0.99	0.87	0.95	0.87	0.89	0.88	0.58	0.42	0.67	0.60

*Gross income comprises commissions, agencies' service charges, and fees.
Source: Annual studies of advertising agencies' costs and profits conducted by American Association of Advertising Agencies. Figures are averages for agencies of all sizes. Agencies included handled close to two-thirds of the billing of the entire advertising agency business in the United States.

"might profit from consideration of the selling techniques used by trade paper representatives," since these salesmen were rated as "doing the best job."

13. "Since most media respondents are in favor of entertainment by media reps—but some are not, and some are favorable in a qualified way—and since the same differences of opinion appear to exist among media salesmen also—this appears to be an area in which consideration of individual likes and dislikes is important."

'World' opens campaign on good music outlets

World, a new weekly newspaper on the newsstands this week, starts a one-month introductory radio promotion today (Monday) on good music stations in seven major markets. The campaign of some 1,300 spots will cost more than $25,000, according to Manchester Adv., Washington, *World's* agency.

The radio campaign is experimental, explains Harmon Elder, Manchester vice president who is handling the *World* account. Mr. Elder said good music stations were selected because they appear to be the best way to reach "the adult listening audience," the kind of audience *World* wants for readers.

There are no media plans beyond November, when the radio results will have been evaluated, but the use of television has not been ruled out, Mr. Elder added.

World will be sold on newsstands and through subscriptions. At first its sales efforts will be concentrated in the area from Washington to Boston and west to Chicago.

Stations being used in the radio push are: WGMS Bethesda and WQMR Silver Spring, both Maryland (Washington suburbs); WMCA and WQXR New York; WPAT Paterson, N. J.; WEZE and WXHR (FM) Boston; WDAS-FM and WFLN-FM, both Philadelphia; WLOA Braddock, Pa. (Pittsburgh area), and WKJF (FM) Pittsburgh; WNMP Evanston, Ill., WJJD-FM and WFMF (FM), both Chicago; WAQE Towson and WAYE Dundalk, both Maryland (Baltimore suburbs).

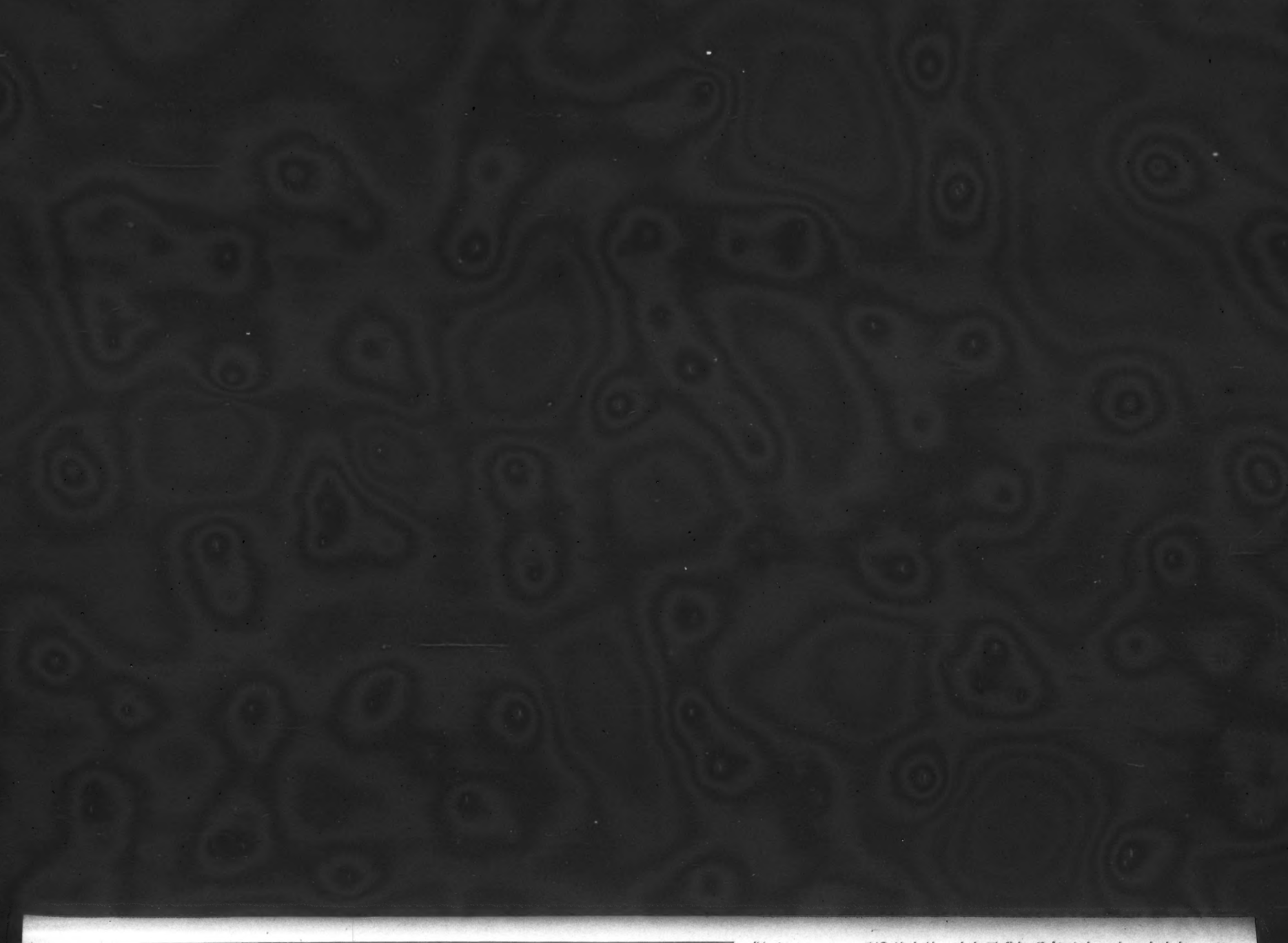
Most of the spots will be concentrated in the first two weeks, tailing off fairly sharply during the last two, Mr. Elder said.

Richfield to sponsor anti-communist program

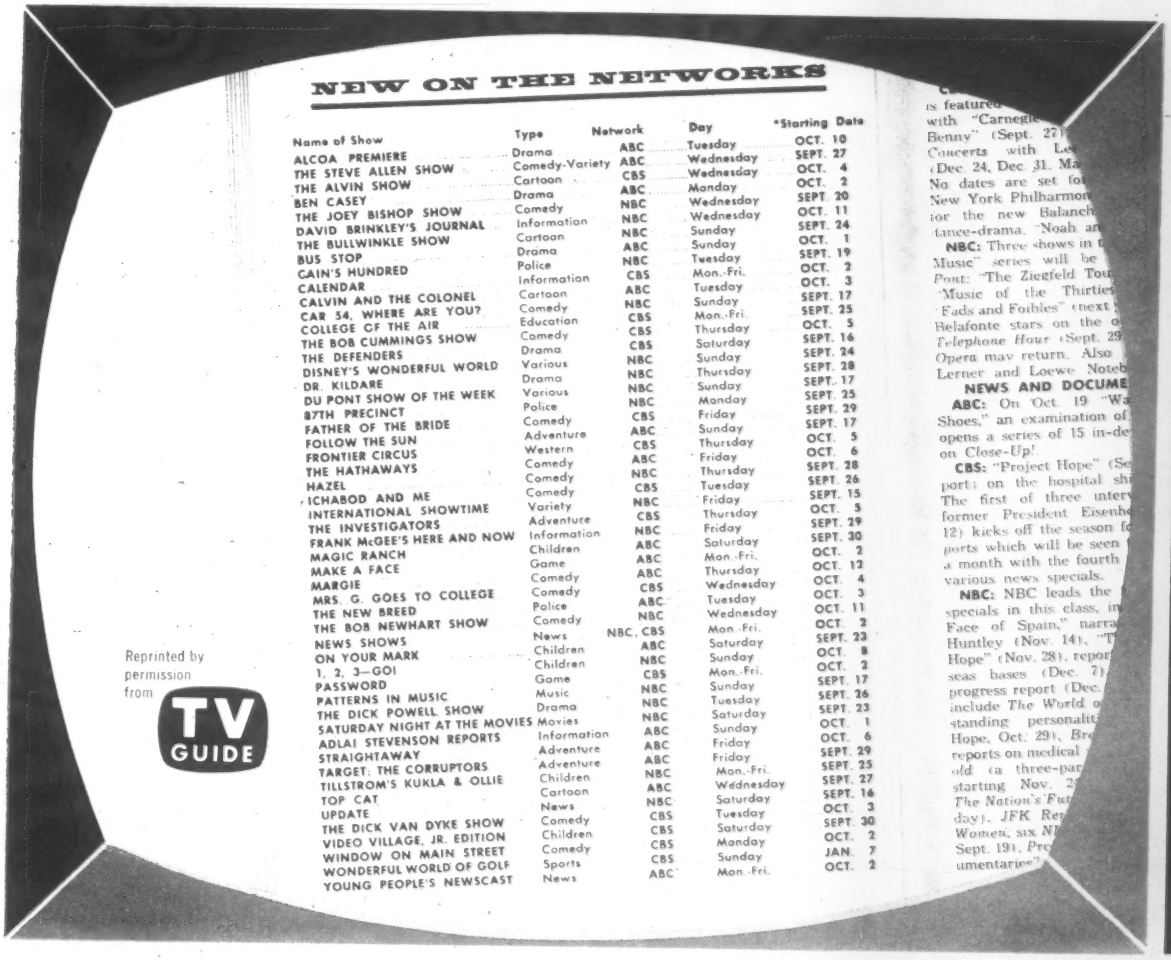
Richfield Oil Co., through Hixson & Jorgensen, Los Angeles, on Oct. 16 will sponsor a special program that will occupy three hours of prime evening time, 8-11 p.m., on a special west coast network of 33 tv stations.

The program is "Hollywood's Answer to Communism," a giant outdoor rally to be held in the Hollywood Bowl that evening. The live telecast will be fed to the special hookup by KTTV (TV) Los Angeles, which itself is broadcasting the three-hour event under sponsorship of Schick Safety Razor Co. through Compton Adv. Inc., Los Angeles.

Speakers on the broadcast will include Sen. Thomas J. Dodd (D-Conn.) of the Senate Internal Security Committee; Rep. Walter H. Judd (R-Minn.); W. Cleon Skousen, former FBI agent and author.



A question for you who will sponsor these new programs:



NEW ON THE NETWORKS

Name of Show	Type	Network	Day	*Starting Date
ALCOA PREMIERE	Drama	ABC	Tuesday	OCT. 10
THE STEVE ALLEN SHOW	Comedy-Variety	ABC	Wednesday	SEPT. 27
THE ALVIN SHOW	Cartoon	CBS	Wednesday	OCT. 4
BEN CASEY	Drama	ABC	Monday	OCT. 2
THE JOEY BISHOP SHOW	Comedy	NBC	Wednesday	SEPT. 20
DAVID BRINKLEY'S JOURNAL	Information	NBC	Wednesday	OCT. 11
THE BULLWINKLE SHOW	Cartoon	NBC	Sunday	SEPT. 24
BUS STOP	Drama	ABC	Sunday	OCT. 1
CAIN'S HUNDRED	Police	NBC	Tuesday	SEPT. 19
CALENDAR	Information	CBS	Mon.-Fri.	OCT. 2
CALVIN AND THE COLONEL	Cartoon	ABC	Tuesday	OCT. 3
CAR 54, WHERE ARE YOU?	Comedy	NBC	Sunday	SEPT. 17
COLLEGE OF THE AIR	Education	CBS	Mon.-Fri.	SEPT. 25
THE BOB CUMMINGS SHOW	Comedy	CBS	Thursday	OCT. 5
THE DEFENDERS	Drama	CBS	Saturday	SEPT. 16
DISNEY'S WONDERFUL WORLD	Various	NBC	Sunday	SEPT. 24
DR. KILDARE	Drama	NBC	Thursday	SEPT. 28
DU PONT SHOW OF THE WEEK	Various	NBC	Sunday	SEPT. 17
87TH PRECINCT	Police	NBC	Monday	SEPT. 25
FATHER OF THE BRIDE	Comedy	CBS	Friday	SEPT. 29
FOLLOW THE SUN	Adventure	ABC	Sunday	SEPT. 17
FRONTIER CIRCUS	Western	CBS	Thursday	OCT. 5
THE HATHAWAYS	Comedy	ABC	Friday	OCT. 6
HAZEL	Comedy	NBC	Thursday	SEPT. 28
ICHABOD AND ME	Comedy	CBS	Tuesday	SEPT. 26
INTERNATIONAL SHOWTIME	Variety	NBC	Friday	SEPT. 15
THE INVESTIGATORS	Adventure	CBS	Thursday	OCT. 3
FRANK McGEE'S HERE AND NOW	Information	NBC	Friday	SEPT. 29
MAGIC RANCH	Children	ABC	Saturday	SEPT. 30
MAKE A FACE	Game	ABC	Mon.-Fri.	OCT. 2
MARGIE	Comedy	ABC	Thursday	OCT. 12
MRS. G. GOES TO COLLEGE	Comedy	CBS	Wednesday	OCT. 4
THE NEW BREED	Police	ABC	Tuesday	OCT. 3
THE BOB NEWHART SHOW	Comedy	NBC	Wednesday	OCT. 11
NEWS SHOWS	News	NBC, CBS	Mon.-Fri.	OCT. 2
ON YOUR MARK	Children	ABC	Saturday	SEPT. 23
1, 2, 3—GO!	Children	NBC	Sunday	OCT. 8
PASSWORD	Game	CBS	Mon.-Fri.	OCT. 2
PATTERNS IN MUSIC	Music	NBC	Sunday	SEPT. 17
THE DICK POWELL SHOW	Drama	NBC	Tuesday	SEPT. 26
SATURDAY NIGHT AT THE MOVIES	Movies	NBC	Saturday	SEPT. 23
ADLAI STEVENSON REPORTS	Information	ABC	Sunday	OCT. 1
STRAIGHTAWAY	Adventure	ABC	Friday	OCT. 6
TARGET: THE CORRUPTORS	Adventure	ABC	Friday	SEPT. 29
TILLSTROM'S KUKLA & OLLIE	Children	NBC	Mon.-Fri.	SEPT. 23
TOP CAT	Cartoon	ABC	Wednesday	SEPT. 27
UPDATE	News	NBC	Saturday	SEPT. 14
THE DICK VAN DYKE SHOW	Comedy	CBS	Tuesday	OCT. 3
VIDEO VILLAGE, JR. EDITION	Children	CBS	Saturday	SEPT. 30
WINDOW ON MAIN STREET	Comedy	CBS	Monday	OCT. 2
WONDERFUL WORLD OF GOLF	Sports	CBS	Sunday	JAN. 7
YOUNG PEOPLE'S NEWSCAST	News	ABC	Mon.-Fri.	OCT. 2

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WHAT ARE YOUR PROSPECT PROSPECTS?

Pulse TV Program Profiles will tell you . . .

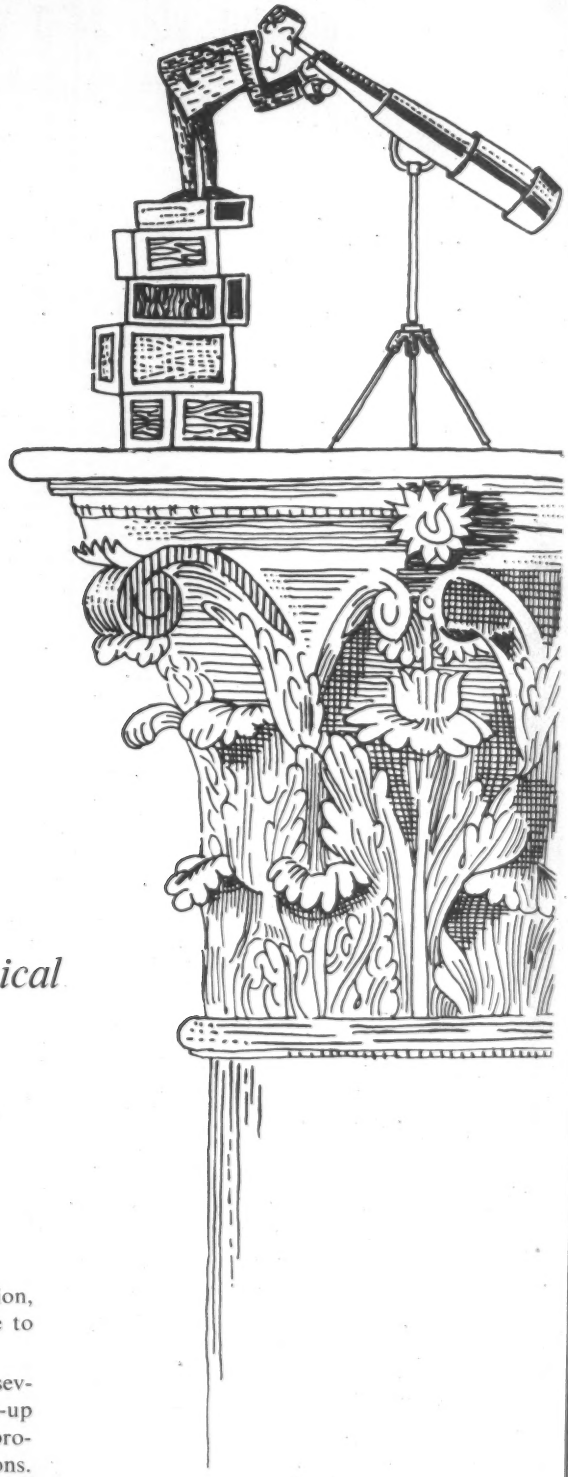
. . . in 55 product-use and socio-economic categories. First of three-reports-a-year due January, based on face-to-face personal interviews in November. You still have time to submit a question of specific concern to you. As with all questions asked in the Profiles, it will be answered for *every* U. S. network tv program—the new, as well as the hold-overs. Subscribers thus far include: Young & Rubicam, Inc.; Colgate-Palmolive Company; Campbell-Ewald; William Esty Company, Inc.; Fuller & Smith & Ross Inc.; McCann-Erickson Inc.; Kenyon & Eckhardt, Inc.; Sullivan, Stauffer, Colwell & Bayles Inc.; Edward H. Weiss & Co.; Hicks & Greist, Inc.; Curtis Publishing Co.; Westinghouse Broadcasting Co.; Tucker Wayne & Co.; Lawrence C. Gumbinner Advertising Agency Inc.; John Blair & Company; The Katz Agency; and H-R Representatives.

Nothing takes the place of INTERVIEWS in the HOME

For full information, write, wire or phone for a Pulse representative.

730 Fifth Avenue, New York 19, N.Y.
Phone: JUdson 6-3316

Our 20th year of face-to-face contact with America—through personal interviews in a minimum of 2,000,000 different homes each year



"People," *a practical man about Madison Avenue once remarked, "watch TV programs, not organizations."*

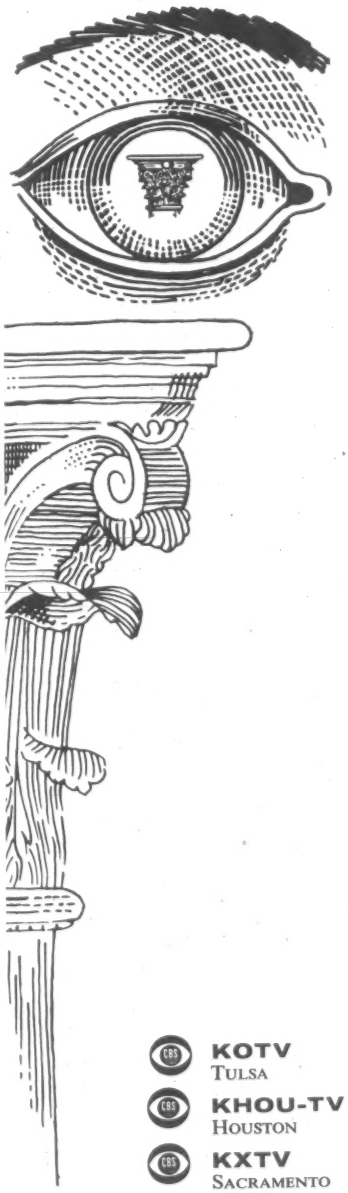
We have no basic quarrel with the quotation, but before it gets into Bartlett we'd like to make a point or two:

Corinthian, an organization of stations in several markets, believes that its group set-up provides impetus for the kind of local programming that ties communities to stations.

Indeed, people watch programs. Well-advised sponsors watch ownership.

Responsibility in Broadcasting

THE CORINTHIAN



KOTV TULSA
KHOU-TV HOUSTON
KXTV SACRAMENTO
WANE-TV FORT WAYNE
WISH-TV INDIANAPOLIS
WANE-AM FORT WAYNE
WISH-AM INDIANAPOLIS

Represented by H-R

STATIONS

Oil company signs deal with Angels for radio

Standard Oil Co. of California, through BBDO, San Francisco, has signed a two-year contract as one-third sponsor of the play-by-play broadcasts of the season and pre-season games of the Los Angeles Angels on KMPC Los Angeles and a special Angels sports network of some 20 radio stations in Southern California, Arizona and Nevada. Standard Oil joins J. A. Folger Co., through Fletcher Richards, Calkins & Holden, San Francisco, and Brown & Williamson (Viceroy cigarettes), through Ted Bates & Co., New York, in equal sponsorship of the Angels broadcast, replacing Falstaff Brewing Co., which shared in the 1961 broadcasts.

In its arrangement with the Angels, Standard Oil has also acquired one-third of the rights to the telecasts of the team's games. The 1962 tv schedule is still to be determined, but it is believed that it will follow the 1961 pattern of 26 telecasts, including 10 home games and 10 road games during the regular season and six pre-season exhibition games.

The price the three Angels sponsors paid for the rights to the play-by-play broadcasts was not revealed but it is understood to be in excess of $1 million overall.

Festival of commercials

The American Tv Commercials Festival will make available shortly 2,700 tv commercials in the form of product category reels which can be obtained for showing to advertisers and agency creative and research staffs, Wallace A. Ross, director of the festival, announced last week.

Mr. Ross reported that a 45-minute film presentation of the 1961 festival award winners has been set for 32 bookings at advertising clubs throughout the country. The national convention of the Assn. of National Advertisers will feature a three-part screening of the winners.

Business briefly...

Bristol-Myers Inc., New York, has bought two NBC-TV news shows, *Afternoon Report* (Mon.-Fri., 4:55-5 p.m. EDT), and the new *Saturday Night Report,* which begins Oct. 21 (6-6:15 p.m. EDT). Agency: Young & Rubicam Inc., New York.

Pharmaco Inc., Kenilworth, N. J., maker of Feen-A-Mint laxative, is using a 13-week spot radio campaign (began Sept. 18). Advertiser has placed business in 70 markets—50 of them aimed for Negro audience. Agency: N. W. Ayer & Son, Philadelphia.

Mennen Co., Morristown, N. J., **Sunbeam Corp.,** Chicago, and **Anheuser-Busch Inc.,** St. Louis, have bought 23 professional basketball games on NBC-TV (Saturday afternoons starting Oct. 14). Agencies: Grey Adv., New York, Foote, Cone & Belding, New York, and Gardner Adv., St. Louis, respectively.

Nestle Co., White Plains, N. Y., and **Polaroid Corp.,** Cambridge, Mass., will co-sponsor the 85-minute CBS News special Thur., Nov. 23 (10:30-11:55 a.m. EST) presenting pickups from three Thanksgiving Day parades (New York, Detroit, Philadelphia). Program pre-empts are *I Love Lucy, Video*

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial.

CBS Animations, 477 Madison Ave., NYC 22

Ludens Inc. (Fifth Avenue Candy Bar), one 30, animation, film. Frank Schudde, prod. mgr. Agency: J. M. Mathes Inc.; Roy Passman, a.e.

Quaker City Chocolate & Confection Co. (Good & Plenty Candy), one 60, animation, film. Frank Schudde, prod. mgr. Agency: Bauer & Tripp Inc.; Elmer Jasper, a.e.

Gray & O'Reilly Studios, 480 Lexington Ave., NYC 17

Texaco Inc., five 90s, live, film. George Livermore, prod. mgr. Agency: Cunningham & Walsh; Ed Kogan and Fred Carney a.e.'s.

International Video Tape, 430 N. Camden Drive, Beverly Hills, Calif.

Miles Laboratories Inc. (Alka Seltzer, One-A-Day Vitamins), six 60s, live, tape. Richard Rosenbloom prod. mgr. Agency: Wade Adv.; Snowden Hunt, a.e.; Ed Pierce, prod. mgr.

MGM Telestudios Inc., 1481 Broadway, NYC

Arnold Bakeries, four 60s, one 40, live, tape. Chuck Struthers, prod. mgr. Agency: Donahue & Coe; Carl Rigrod, prod. mgr.

Helena Rubinstein (Bio Clear), two 60s, live, tape. Bob Carlisle, prod. mgr. Agency: L. W. Frohlich; Ed Rooney, prod. mgr.

Ronzoni Macaroni Co. (spaghetti), six 60s, live, tape. Will Roth, prod. mgr. Agency: Mogul Williams & Saylor; Jim Lichtman prod. mgr.

National Video Tape Productions Inc., 36 W. 44th St., NYC

Armstrong Cork Co. (building materials), two 60s, live, tape. A. DeCaprio, prod. mgr. Agency: BBDO; H. Monasch, prod. mgr.

'61-'62 'Yearbook' goes to subscribers

BROADCASTING's restyled and thumb-indexed 1961-62 Yearbook ▪ Marketbook is in the mails this week with first copies going to regular subscribers. This 27th consecutive issue of the standard radio and television reference work includes 566 pages. Besides the thumb indexing of departments, which will greatly facilitate use of the book, larger type has been used for the station directories and additional information has been added to many of the listings.

The new Yearbook ▪ Marketbook has been restyled to be published in handy desk-top size that will make it easier for the broadcasting executive to keep within arm's reach at all times.

Worlds of Radio-Tv ▪ Containing more than a half-million words, the book includes the vital economic, technical and business facts that are necessary to anyone working in, or having contacts with, the worlds of radio and television.

The station directories include all pertinent facts on the 5,158 am, fm and tv stations now on the air in the United States. Of this number 548 are commercial tv stations, 3,264 am radio stations and 931 fm radio stations. Complete facts on radio and television time sales, audiences and viewing time are included.

Other Features ▪ A special section includes imposed and voluntary regulations for broadcasters. Closed circuit tv, pay tv interests and community antenna systems are listed. The facts, figures and history of broadcasting are dealt with in detail.

Single copies may be obtained for $4 each as long as they last. The Yearbook issue plus the 52 weekly issues of BROADCASTING are $11. Orders should be sent to BROADCASTING Circulation Department, 1735 DeSales St. N.W., Washington 6, D.C. For foreign postage add $1.

Village, and *Your Surprise Package*. Agencies: McCann - Erickson, and Doyle Dane Bernbach, respectively.

P. Lorillard Co., New York, is introducing its new cigarette, York, imperial size, with a "saturation" spot tv campaign and a "heavy" radio drive in Chicago. A similar schedule will begin in New York in mid-October. Details of the buys are not available. Agency: Lennen & Newell, New York.

Bell Telephone System will sponsor an NBC News three-part series entitled *Crossing the Threshold*, the biography of a manned orbital flight, on NBC-TV, starting Nov. 24 (Fri., 9-10:30 p.m. EST). The date for the second 90-minute program is Jan. 5, 1962 (Fri., 8:30-10 p.m. EST). The third date has not been announced. Agency: N. W. Ayer, Philadelphia.

Also in advertising...

Relocation ▪ Compton Adv., Chicago, has moved to new offices at 111 West Jackson Blvd., zone 4. New phone: 427-4642.

Agencies merge ▪ Two Los Angeles advertising agencies, Speer Advertising and Mays & Co., have merged as Speer & Mays, according to the joint announcement of James K. Speer and Roderick A. Mays. New agency will be located at 1833 W. 8th St., Los Angeles 57. Phone number: Hubbard 3-8300.

Heads task force ▪ William Dozier, vice president in charge of West Coast activities for Screen Gems, will head a "task force" to advise and consult with the Advertising Council in the area of motion picture industry relations.

New cold remedy gets introduction via tv

A new cold remedy product—Contac—was introduced Oct. 5 by Smith, Kline & French Labs, Philadelphia. The advertiser has never used network tv but is launching the product on CBS-TV and also in spot tv in major markets.

Described as a continuous-action cold remedy, Contac is being marketed as the first product of SK&F's new proprietary distributing subsidiary, Menley & James Labs. The account recently was assigned to Foote, Cone & Belding, New York, which plans a national advertising campaign in both tv and print. The product (selling at $1.49 for a package of 10 capsules) previously was available only through prescription.

Contac's schedule on CBS-TV includes periodic participations in *CBS Reports, Checkmate, Pete and Gladys* and *What's My Line?* on a continuous basis, a daytime order includes CBS-TV's *I Love Lucy, Video Village* and *Calendar*. Intensive tv spot schedules start this week on 50 stations in major markets.

As a major entry into the hotly competitive cold remedy field, Contac has been FC&B's most closely-guarded secret in recent weeks while the account group was preparing one of the largest introductory campaigns ever conducted for a product of this type. The account supervisors are Augy Becker and Paul Caravatt.

WAVE-TV viewers have
28.8% more TEETH

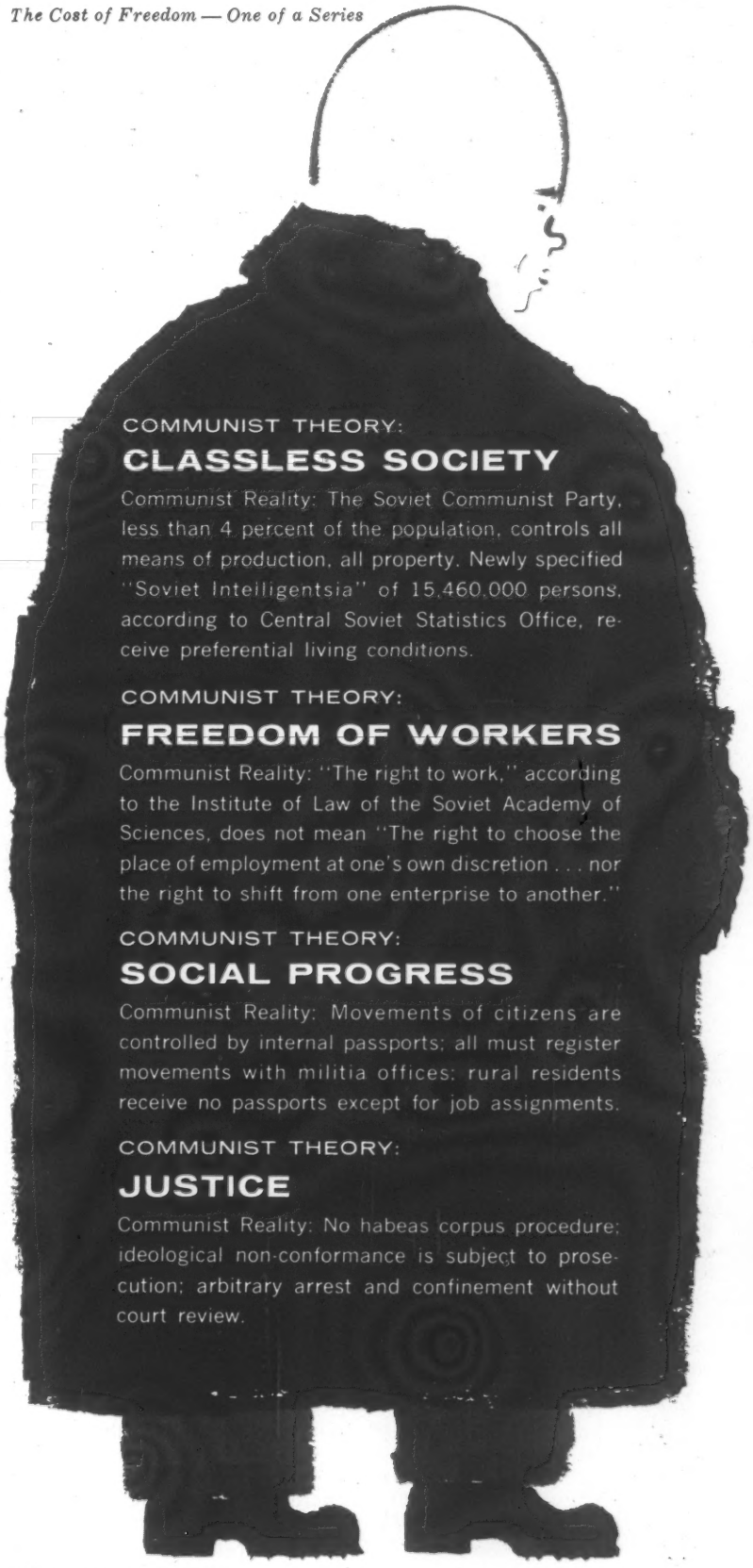
—and keep 'em sparkling with 28.8% more tooth paste, powders and brushes!

WAVE TV

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

The Cost of Freedom — One of a Series


COMMUNIST THEORY:
CLASSLESS SOCIETY
Communist Reality: The Soviet Communist Party, less than 4 percent of the population, controls all means of production, all property. Newly specified "Soviet Inteiligentsia" of 15,460,000 persons, according to Central Soviet Statistics Office, receive preferential living conditions.
COMMUNIST THEORY:
FREEDOM OF WORKERS
Communist Reality: "The right to work," according to the Institute of Law of the Soviet Academy of Sciences, does not mean "The right to choose the place of employment at one's own discretion . . . nor the right to shift from one enterprise to another."
COMMUNIST THEORY:
SOCIAL PROGRESS
Communist Reality: Movements of citizens are controlled by internal passports; all must register movements with militia offices; rural residents receive no passports except for job assignments.
COMMUNIST THEORY:
JUSTICE
Communist Reality: No habeas corpus procedure; ideological non-conformance is subject to prosecution; arbitrary arrest and confinement without court review.

We believe that part of the cost of freedom is to become "knowledgeable" about Communism.

How about some facts?

First, there is Communist Theory.

But, there is also Communist Reality.

Not a very good match, as you can see here.

Facts like these are being broadcast in prime time announcements on WKY Radio and Television. Facts like these give the fact of our freedom added meaning.

Prime Communicators to 1½ Million Oklahomans

WKY

RADIO AND TELEVISION

DIAL 930 • CHANNEL 4 NBC

OKLAHOMA CITY

The WKY Television System, Inc. ■ WTVT, Tampa-St. Petersburg, Fla. ■ Represented by the Katz Agency

Both blue pencil, blackjack for FCC?

BROADCASTERS SEE THESE, OTHER SHORTCOMINGS IN PROGRAM FORMS

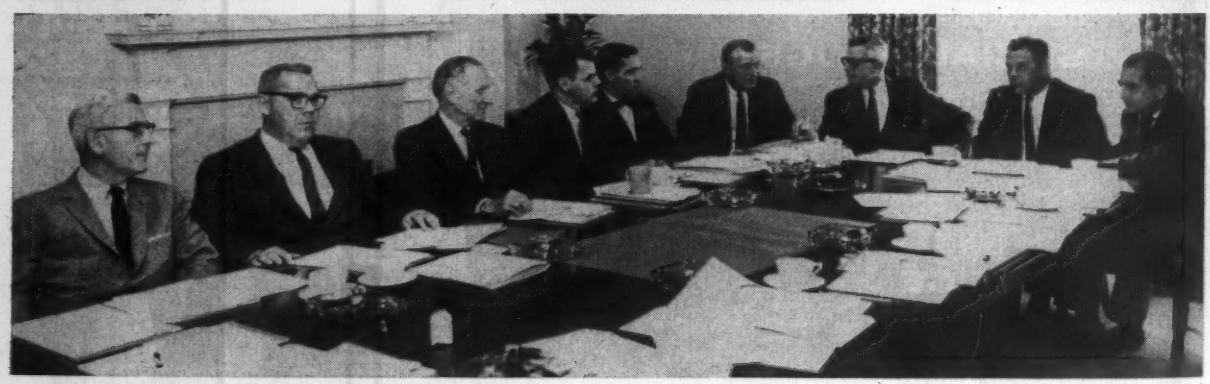
A maelstrom of some 150 comments, representing over 250 parties, enveloped the FCC last week in response to the agency's rulemaking on proposed program reporting and logging forms. The deadline deluge represented only about two-thirds of the total comments filed. Commenting last week were some 75 individual stations, two dozen group owners, 16 trade associations and state groups, a dozen law firms, the four networks and other interested parties such as religious organizations, individuals and unions.

Comments ran along two general lines—some accusing the FCC of violating the First Amendment and Sec. 326 of the Communications Act (forbidding censorship) and some making point-by-point suggestions for further revision of the forms.

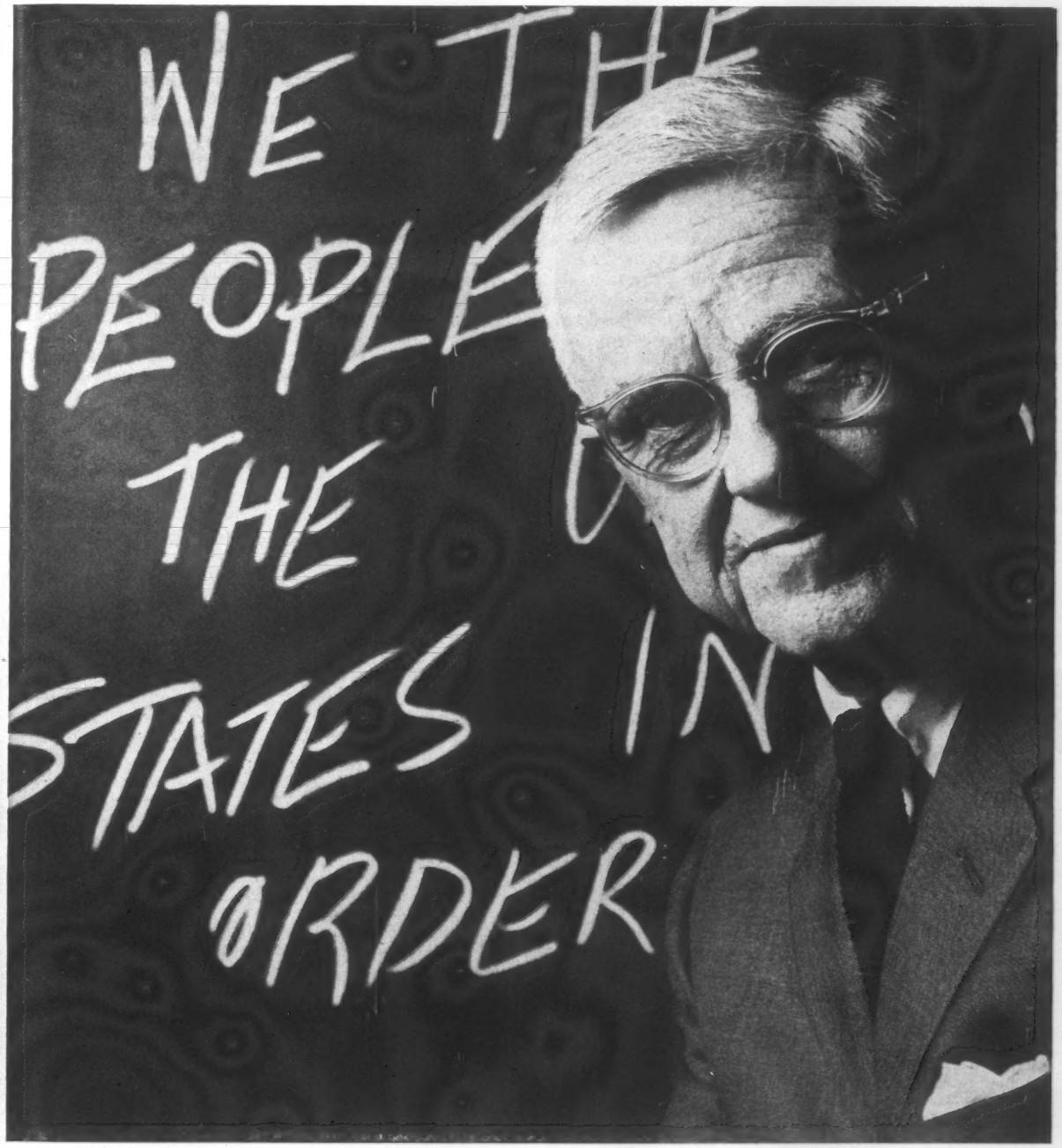
There was virtual unanimity among broadcast interests on certain points in both forms which they found undesirable:

- The FCC should be less concerned with "counting spots" than in the ratio of commercial to program matter.
- There should be no distinction between commercial and sustaining programs in any category.
- The composite week should satisfy the FCC's need for logs; the week selected by the broadcaster is unfair and unnecessary.
- News copy should not be considered recorded just because an announcer reads it from wire service copy.
- Religious music should be classified as religious programming, not entertainment.
- Station IDs are not of sufficient duration to require logging.
- Spots should be logged simply by starting time and length.

NAB made a two-pronged presentation: "an examination in the abstract of the proper range of government authority in relation to the broadcaster's program service" and how to achieve "a balance between the lawful desires of the commission for program information and the practical handicaps of



Industry spokesmen at the FCC's joint hearing with NAB on proposed revision of program and logging-form rules met Oct. 5 at NAB Washington headquarters to prepare testimony. Radio witnesses (top photo, seated l to r): Charles C. Smith, WDEC Americus, Ga.; Mrs. Charlotte H. Brader, KOJM Havre, Mont.; Grover C. Cobb, KVGB Great Bend, Kan.; Ben Sanders, KICD Spencer, Iowa, radio director; George C. Hatch, KALL Salt Lake City, NAB radio board chairman; Henry H. Fletcher, KSEI Pocatello, Idaho; Carleton D. Brown, WTVL Waterville, Me., NAB radio director; Francis H. Brinkley, Ottaway Stations, Endicott, N. Y.; Ben Strouse, WWDC-AM-FM Washington, NAB radio director. Standing: Dan Shields, NAB special tv assistant; Hollis Seavey, NAB government relations manager; John F. Meagher, NAB radio vice president. Television witnesses (bottom photo): Dwight W. Martin, WAFB-TV Baton Rouge, La., NAB tv board chairman; Ewald Kockritz, Storer Broadcasting Co.; Eugene S. Thomas, KETV (TV) Omaha, Neb., NAB tv director; Thad M. Sandstrom, WIBW-AM-FM-TV Topeka, Kan.; Carroll Gray, KWTV (TV) Oklahoma City; Willard E. Walbridge, KTRK-TV Houston; NAB President LeRoy Collins; Vincent T. Wasilewski, NAB executive vice president; Douglas A. Anello, NAB general counsel.



School's open... and with it Continental Classroom has opened for its fourth year. Continuing the unique vehicle NBC established in 1958 — the first and only television educational series broadcast simultaneously across the country for college credit — Continental Classroom, presented in color, breaks new ground this season. Departing from its past concentration on scientific technology ("Atomic Age Physics," "Modern Chemistry," and "Contemporary Mathematics"), it turns to political science with a two-semester course on "The Structure and Function of American Government," a sprightly and searching examination of the organization, workings and stresses of a democratic political system. The teacher: a distinguished scholar of government, Dr. Peter N. Odegard of the University of California at Berkeley. A dramatically successful experiment in educational television, Continental Classroom fills a special niche in the roster of NBC programs, a roster which offers a broad range of informational services — from documentaries-in-depth on major issues and events to daily news reports; from "David Brinkley's Journal" and Frank McGee's "Here and Now" to "Update" and "1, 2, 3, Go"; from "Meet the Press" to "Chet Huntley Reporting" — and which enchants millions of families through week after week with the most diversified entertainment schedule available anywhere.

It happens on NBC

"who knows better than my salesmen how our spot schedule on WSUN pays off?"

THIS IS HOW C. J. STOLL, MOBILE HOME DEALER IN ST. PETERSBURG, FLORIDA, AND PAST PRESIDENT OF THE NATIONAL MOBILE HOME DEALERS ASSOCIATION, FEELS ABOUT WSUN RADIO.

"Whenever we prepare a budget for advertising my salesmen always remind me of the important results delivered to us by WSUN radio and insist that a good portion of our advertising dollars be spent on this station. I ask you, who knows better than my salesmen how our spot schedule on WSUN pays off?" This is how most local advertisers feel about the Suncoast's greatest coverage radio station. It will pay off for you, too!

Ratings vary from survey to survey; the true yardstick is SALES! Dollar for dollar by any survey, your best Tampa - St. Petersburg buy

WSUN radio 62

Tampa - St. Petersburg

Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

the broadcaster in seeking to deliver it."

Down the Middle ▪ NAB said it holds a middle position between those who regard the FCC as merely a traffic regulator and those who consider the FCC a spokesman for the public which "owns the airwaves."

There are disturbing implications in the FCC terminology, "balanced programming," NAB said. As long as a licensee demonstrates responsibility and good faith, he is serving the public interest; the degree of specialization of his programming is a matter for the licensees' own judgment, NAB stated.

Practitioners of free speech must be defended against subsequent punishment as well as against prior restraint, the trade organization emphasized. It is a hollow privilege to publish whatever one wishes if the penalty for incurring displeasure is death, the NAB remarked. When the FCC moves from encouragement and stimulation of programming in general to favoring or disfavoring particular programs or types, it is overstepping its authority and interfering with the responsibility of the licensee, the NAB said.

Among the proposed requirements which met NAB's specific objections was one that broadcasters describe "outstanding or unusual" programs they have carried. This represents an unfair subjective evaluation, NAB said. The association also cautioned the FCC not to dictate commercial policy by suggesting that only a given number of commercials are acceptable.

On logging NAB covered the virtual gamut of specific objections, stressing that the proposed form at present would place "unwarranted and unnecessary burdens" on broadcasters.

Network Objections ▪ ABC suggested that the FCC is coercing broadcasters in an abuse of its licensing power. Doctors lose none of their constitutional rights because they are licensed, ABC said, citing court precedent against prior restraint of free speech or punitive use of licensing power.

ABC submitted citations of court decisions dealing with censorship. The network presented, in essence, a rebuttal to the legal memorandum backing the FCC's program proposals presented by Chairman Minow at the Northwestern U. seminar (BROADCASTING, Aug. 7).

ABC said the "changed role" of radio is to integrate varying information with music in a way which does not demand the listener's full attention. A station carrying much talk other than sports and news risks losing its audience—and competition is keen—ABC stated. Therefore, it is hard to attain "program balance" on radio, ABC said. When the FCC asks that promises of balanced radio programming be matched against performance, it is extracting a commitment from the licensee that borders on prior restraint, ABC charged.

The network opposed the plan for a broadcaster to submit a selected week. It is a device which the FCC could use to show that by its own admission a station is deficient in certain categories. A large station could afford to analyze all its program days to select seven that make a good showing; a small station could not finance such research, ABC said.

The more program categories listed on the FCC form, the closer the FCC comes to telling the licensee what he must carry, ABC argued, holding that most licensees fear commission wrath if they have no programming in certain categories.

Heavy-Handed Guidelines ▪ CBS charged that the FCC's proposed "guidelines" for programming would be comparable to a requirement by the government that publications receiving "subsidized mailing rates" devote so much space to fiction, news, humor, children's stories, drama, etc. Improvement is an evolutionary process that cannot be brought about by government fiat, CBS stated.

CBS said the FCC must recognize the profit motive as a legitimate element in the broadcaster's overall programming judgment. Critics of programming (and minority interests) are unwilling to exercise the same selectivity among radio-tv programs that they do in choosing movies, books, records and friends, the network said.

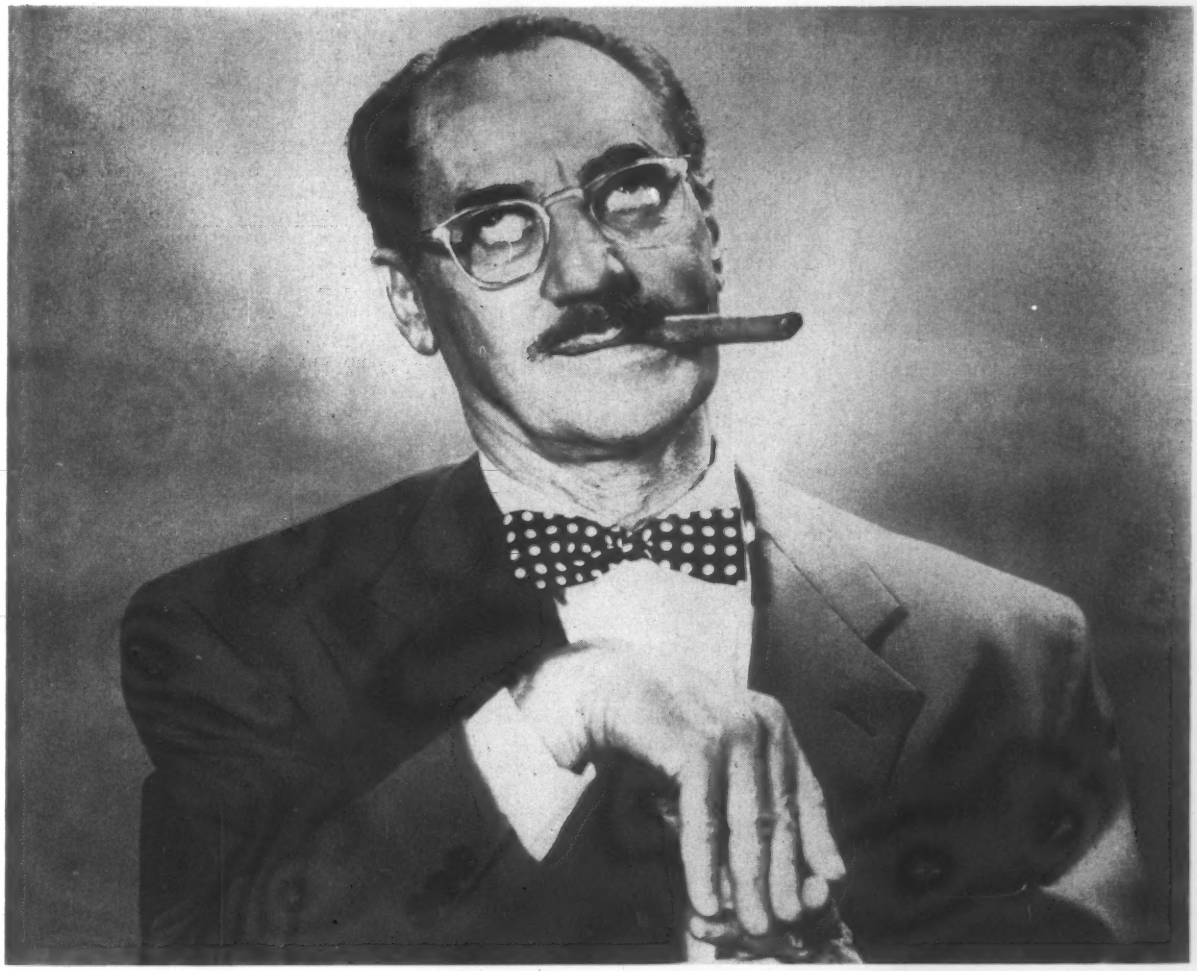
CBS objected to the detail with which questions on the program form examine programming. This amounts to "government prediliction by particularization," or simply that it is dangerous to answer "no" to the question "Do

Star-secretary for a day

Mrs. Newton (Jo) Minow, wife of the FCC chairman, has joined the hundreds of Washington citizens who have become "movie stars" for one-shot appearances in "Advise and Consent." However, unlike the legion of volunteers, Mrs. Minow performed at the personal request of Otto Preminger, producer of the movie about the U. S. Senate.

Appearing only briefly, Mrs. Minow will be seen as the secretary of one of the movie's stars, Henry Fonda. She has donated her salary as an actress to Radio Free Europe.

"BEST OF GROUCHO" NOW 6-6:30 P.M. MONDAY THRU FRIDAY!



Newest Addition to the WMAR-TV "New-Season" Line-up!

The audience leadership long established for WMAR-TV in the 6-6:30 P.M. strip is reinforced: "The Best of Groucho" will become a viewing "must" in the homes of Maryland. This time-tested comedy hit, with appeal for all members of the family, is a natural at family viewing time . . . *Viewmanship* at its best in the nation's twelfth market!

Other choice participating buys . . . "Films of the 50's," 11:20 P.M., Fridays and "Big Movie of the Week" 11:00 P.M., Saturdays following the new full-hour "Gunsmoke." Both feature many post '50 First-Run films! WMAR-TV IS NOW THE ONLY BALTIMORE STATION OFFERING LATE EVENING FILMS NIGHTLY, MONDAY THRU SATURDAY!

ATTENTION!

WBOC-TV Channel 16 represented by: The Bolling Company

WBOC-AM 960 kc represented by: Burn-Smith

in **Salisbury,** the heart of the growing Eastern Shore of Maryland, are owned and operated by the Sunpapers of Baltimore and WMAR-TV.

No Wonder—In Maryland Most People Watch

WMAR-TV CBS

Channel 2 • SUNPAPERS TELEVISION, Baltimore 3, Md.

THE KATZ AGENCY, INC.
National Representatives

MICHIGAN'S

UPPER PENINSULA IS EASILY AVAILABLE

NOW

The New $100,000,000 BIG-MAC Bridge

carries thousands to the U. P. daily!

Paul Bunyan Television

WPBN-TV Traverse City — **WTOM-TV** Cheboygan

One Rate Card

Covers **25** Northern Michigan Counties INCLUDING a big chunk of the U. P. and parts of Canada

Offering the Only Principal City Grade and Grade A coverage to Traverse City, Cheboygan, and much of Resort-Rich *Northern Michigan*

Reach the MOST homes with P B N *

7000 **MORE** Homes Reached Than Sta. B (M-F, Noon-6 PM)
1900 **MORE** Homes Reached Than Sta. B. (M-F, 6 PM-Mid.)
2800 **MORE** Homes Reached Than Sta. B. (Sat. 6 PM-Mid.)
1900 **MORE** Homes Reached Than Sta. B (Sun. 6 PM-Mid.)

*ARB (March, 1960)

Paul Bunyan Network

Les Biederman
General Manager

NBC abc

national representatives
Venard, Rintoul & McConnell

Network Representative Elisabeth Beckjorden

Tv network heads lunch with JFK at White House

Three major network heads lunched at the White House Oct. 5 with President Kennedy and Edward R. Murrow, director of the U. S. Information Agency. They discussed a plan Mr. Murrow has proposed to make more effective use of media material in the USIA program.

Attending the luncheon were William S. Paley, chairman of the board, CBS; Robert W. Sarnoff, chairman of the board, NBC; Leonard Goldenson, chairman of the board, ABC, and LeRoy Collins, president of NAB. Discussions with other media at the White House level have been proposed by Mr. Murrow, a former CBS newsman.

Use of network documentary films by the USIA was discussed. The information agency is understood to desire the material along with the large quantity of un-used film edited out of these programs, feeling much of this edited material is of high quality.

Network officials promised to review the Murrow proposals. They pointed out the possibility of USIA competition with foreign film business of the networks. USIA is believed to plan major use of the program material in remote spots. President Kennedy is represented as being opposed to imposition of economic hardship on the private broadcasting industry through USIA programming.

The three network officials issued this joint statement after the luncheon: "We met with the President and Mr. Murrow. Suggestions were made as to how the networks could cooperate with USIA. These suggestions will be given consideration."

you carry this type of program?" the network said.

NBC Points ▪ NBC, in point-by-point comments, emphasized a belief that the FCC's need for the information should outweigh the burden imposed upon the broadcaster collecting it.

The network asked the FCC not to require a selected week in addition to the now-required composite week. It said NBC now sends an analysis of program types for each network program on days of the composite week to each of its affiliates. In the case of a selected week, NBC said, the network would have to be prepared to make such an analysis of each day of the year because affiliates would select different days.

NBC said the proposed logging requirements would tax the ability of most station logkeepers. "Interpretive skills and factual knowledge necessary to make decisions interpreting intricate and involved definitions" would be required of logkeepers who would have to classify programs, deciding which issues should be considered "controversial" while monitoring each program.

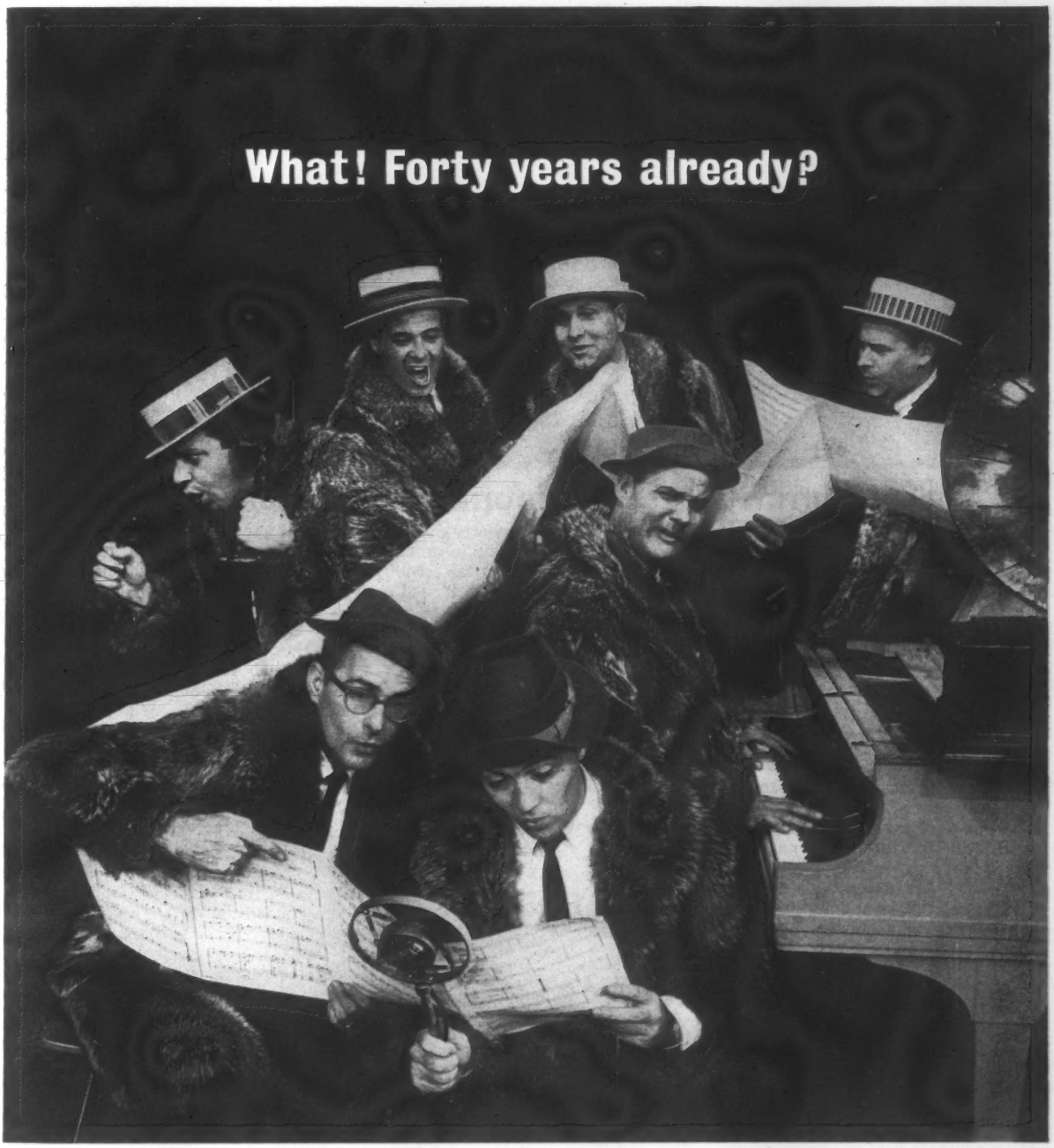
The network suggested changes (similar to others submitted) in classifications of programming categories, logging procedure and treatment of commercials on the forms. NBC said it supports the FCC's basic approach in the proposed forms insofar as it places the emphasis and responsibility on the licensee to exercise his own best judgment.

Networks Maligned ▪ MBS took issue with FCC phraseology, which it said indicates a lack of recognition of the affirmative contribution that network radio programming makes. MBS deplored the emphasis on local programming. The network said it supplies news, farm, educational and cultural programs that a local station could not afford to produce. In addition, MBS termed the provision in the program forms for previewing network fare "unrealistic," and asked that stations not be held accountable for the content of network commercials.

The Washington law firm of Daly & Ehrig delivered a protest against the censorship aspects of the FCC proposal: "The establishment of 'guides' for programming is worse than burning the books." It charged coercion by FCC staff members who "anxious to please their superiors" or "overbalanced with their own individual tastes" write a licensee asking him to prove a certain program is in the public interest. Even if the licensee's judgment is that the program is worthy, he may fear a renewal hearing that might cost thousands of dollars and will comply with the letter-writer's wishes.

Communication attorneys Robert M. Booth Jr. and John L. Tierney expressed satisfaction with the existing forms. They said, "Experience has shown that less than 5% of all renewal applications raise any serious question concerning program service," and suggested that the FCC ask detailed questions such as those on the proposed forms only to those applicants whose programming raises doubt, removing the burden from the other 95%.

Pierson, Ball & Dowd, on behalf of several clients, said that tests of the



Dan Ingram 3-6:15 PM | Charlie Greer 1-3 PM | Bruce Morrow 10 PM-12 Mid. | Scott Muni 7:15-10 PM | Sam Holman 11 AM-1 PM | Herb Oscar Anderson 6-10 AM | Fred Hall 10 AM-6 PM Sun.

Time flies. So does WABC. And so do the delighted listeners to the **Swingin' Seven from 77.** Fly with us to our Fortieth Birthday Party. Special features. Special events. Extra Special prizes and surprises. All day. All month. And, of course, First Person News, Your Kind of Music. All the time on THE NEW SOUND OF NEW YORK.

WABC
RADIO CHANNEL 77
on your sound dial

Kennedy, Murrow meet with information advisory unit

The objectives of the U. S. Information Agency and their implementation were reviewed before President John F. Kennedy Oct. 4 by the U. S. Advisory Commission on Information. The group met in the executive mansion.

Edward R. Murrow, USIA director, told the commission about the part broadcasting and other media are taking in his agency's campaign to provide a worldwide information service showing America's day-by-day history and bringing factual accounts of news events.

The advisory group reviews government information activities periodically.

At the meeting were (clockwise, from left): Sigurd S. Larmon, chairman of the board, Young & Rubicam; J. Leonard Reinsch, managing director of the Cox stations; Jonathan Daniels, editor, *Raleigh* (N. C.) *News & Observer;* President Kennedy; Dr. Mark A. May, professor emeritus, Yale U., commission chairman; Lewis W. Douglas, former ambassador to Great Britain (partly concealed) and Mr. Murrow.

proposed logging forms at WWDC Washington and WFBM-TV Indianapolis had shown that in a four-hour period an employe thoroughly conversant with the forms was unable to cope with stop-watching, program classifying, timing and making estimates of the amount of local news in general news broadcasts, bulletins, etc.

Special Interest ▪ Some comments and proposals isolated certain objections to the forms:

Kansas Assn. of Broadcasters: Let broadcasters submit a composite week of their own choosing covering the entire license period instead of only the last year.

Ohio Assn. of Broadcasters: FCC should specify whether "development and encouragement of local talent" means broadcasters must embark on expensive training programs.

Meredith Broadcasting Co.: Specify different programming forms for new applicants and license renewals. Renewal applicants with a record of performance to stand on should not have to make an elaborate programming showing.

American Federation of Musicians: Add a requirement to the program form that all tv proposals must include some local live musical programs.

New York Democratic State Committee: Forms should contain detailed listing of political programs or editorials carried and should include a record of all candidates who have been refused time.

Radio Press International: Remove unfair emphasis on local news. Good reporting requires national and international news as well and in these times it may have a profound effect on local affairs.

WGAU-AM-FM Athens, Ga.: The number of commercial interruptions should be the average rather than maximum (which can "produce a dangerous and damaging picture, even of a good operation").

Religious Groups ▪ The Oral Roberts Organization, an evangelist using radio and tv, protested against the separation of religious programs into commercial and sustaining categories.

The National Council of Churches of Christ praised the proposed forms generally, suggested that sustaining and commercial distinction be retained in all categories.

The American Council of Christian Churches, which represents fundamentalist Protestant sects, approved the sustaining distinction and said that broadcasters who only sell but will not give religious time do so for self enrichment instead of community spiritual enrichment. ACCC protested that many broadcasters discriminate in favor of the National Council, not realizing they are rivals. ACCC said many sermons broadcast contain controversial political or social matter and should be included when broadcasters report in this category.

The Dissenters ▪ Two who favored adoption of the proposed program forms and in fact urged that they be more stringent were AFTRA and Philco Broadcasting Corp. (applicant for ch. 3 Philadelphia, now used by WRCV-TV).

Philco said a selected week should be submitted by licensees for each year of the renewal period. It further suggested that the FCC itself classify network fare as to category instead of leaving it to the licensee's judgment. Philco said its suggestions will benefit the conscientious broadcaster and disturb only those operating contrary to the public interest.

AFTRA said the proposed forms would serve the public interest and community needs. The union said stations should have an obligation to explain why they reject network programs. AFTRA also said more information should be required about the manner in which community programs are broadcast, with specifics about whether the programs are recorded or live.

SPORTS

...San Francisco's KTVU offers **unequalled sports coverage** in the Bay Area. Intense viewer interest is indicated by the tune-in to the 1961 **San Francisco Giants — Los Angeles Dodgers baseball games: an 80% share of audience.*** San Francisco 49'er football, college basketball, wrestling, track, hockey, tennis . . . **if it's sports . . . if it's live, San Francisco expects to see it on KTVU.** These popular major sports events offer **high impact for successful sales campaigns.** For information on the latest sports availabilities, call H-R Television or KTVU.

Candlestick Park, home of the San Francisco Giants, opened April 12, 1960. Constructed at a total cost of over $15,000,000, the stadium is municipally owned. It seats 42,500 people. Photo by Moulin Studios

The Nation's LEADING Independent TV Station

KTVU
CHANNEL 2

SAN FRANCISCO · OAKLAND

*Pulse survey, June 4, 1961.

Comr. Lee defends deintermixture plans

LETTER TO HARRIS SAYS N.Y. UHF STUDY NOT INVOLVED

Uhf's most outspoken advocate on the FCC, Commissioner Robert E. Lee, has replied to congressional critics who contend the commission's deintermixture plans should be delayed pending completion of its uhf studies in New York.

He has argued that nothing would be gained by such a delay. The New York tests, he said, are designed to show how uhf works in large skyscraper-studded metropolitan centers, like New York and Chicago, not in smaller communities throughout the country.

He expressed these views in a letter to Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee. Copies of the letter—which was written Sept. 18 but did not come to light until last week—went to all membes of the Senate and House Commerce Committees.

Commissioner Lee's letter was aimed at a resolution (H Res 450) introduced by Rep. Vern Thomson (R-Wis.), which would request the commission to delay its plan to delete vhf channels from eight markets until the New York tests are completed in 1963. The resolution also accuses the FCC of being "grossly inconsistent" in proceeding with its plans before knowing the results of the uhf tests for which Congress appropriated $2 million (BROADCASTING, Sept. 4). Rep. George W. Andrews (D-Ala.) has introduced a similar resolution (H Res 457).

Commissioner Lee said "a fair reading" of the House Appropriations Subcommittee record will reveal that the commission has been concerned about the efficiency of uhf transmissions in large metropolitan areas because of a lack of experience with low-band signals in such cities as New York and Chicago.

The technical feasibility of uhf in moderately-sized cities has been made "abundantly clear" by broadcasters' experience in such communities as Buffalo, Milwaukee, Albany, Fresno, Miami and Pittsburgh, he said. The uhf broadcasters' problem in competing with vhf stations, he added, is to be found in network practices and the lack of all-channel television sets.

No Argument About uhf ▪ He said it is "a conceded fact" that uhf doesn't cover as wide an area as vhf, adding, "It is not the purpose of the New York test to seek information on the range of uhf transmissions."

"Our purpose," he declared, is "to investigate the problems involved with the installation of adequate receiving antennas in complex terrain and to determine the relative vhf-uhf picture quality under extremely adverse transmission conditions."

He observed that uhf stations are now operating in the eight cities ticketed by the FCC for deintermixture, and said they have not only proven technically feasible but "at least moderately competitive."

"Little if any information is expected to be obtained from the New York tests which could be helpful in these deintermixture proceedings," he said. "Accordingly, it is clear that the postponement of deintermixture of these cities to examine the New York data would not be waranted."

Commissioner Lee's letter is the first known reply by a member of the FCC to the host of congressional critics who have been attacking the FCC's deintermixture plans. The critics, all of whom represent areas that would be affected by the deintermixture plan, maintain their districts are faced with the loss of most if not all of their television service.

Hearing Planned ▪ Nine bills and resolutions have been introduced to block or delay the FCC plans (BROADCASTING, Sept. 25). The controversy is expected to get a thorough airing soon after Congress reconvenes in January. Rep. Harris has promised to hold a hearing on the deintermixture issue at that time.

Most of the opposition in Congress has been voiced in the House. But Senate Minority Leader Everett Dirksen (R-Ill.) is now known to oppose the deintermixture proposal (CLOSED CIRCUIT, Oct. 2).

Meanwhile, one of the stations affected by the proposal, WISC-TV Madison, Wis. (ch. 3), has requested the commission to specify the criteria on which it will consider moving the station off its vhf channel. WISC-TV said the commission has not made this information available, and that unless it does, the station will be deprived "of its basic procedural rights to prepare to meet this grave issue."

Beachview says WAVY-TV not following promises

Beachview Broadcasting Corp. charged last week that WAVY-TV (ch. 10) Norfolk - Portsmouth - Newport News, Va., has "willfully and repeatedly" failed to live up to its programming proposals and asked the FCC to revoke the station's license.

Tidewater Teleradio Inc., present licensee of WAVY-TV, won the ch. 10 grant in 1956 by a 3-2 vote over the competing application of Beachview. "Winning its construction permit on

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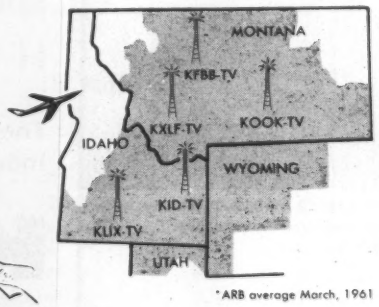

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puffed programming commitments is but the first link in Tidewater's chain of broken commitments, substitutions for promises, operating deficiencies and other willful acts and omissions," Tidewater charged.

The petitioner also asked the FCC not to approve the pending $4.5 million sale of WAVY-TV to multiple station owner and newspaper publisher Gannett Inc. (BROADCASTING, April 17). Citing a monitoring survey of WAVY-TV from Aug. 24-30, Beachview charged the station's programming constitutes a "grossly inadequate public service performance . . . at extreme variance [with] renewal commitments."

Beachview maintained that WAVY-TV, which was renewed in September 1960, proposed 50.78% entertainment originally but actually carried 89.1% during the monitored week. The same performance occurred, the petition stated, on the station's composite weeks during its four years on the air.

WAVY-TV further was accused by Beachview of falsifying logs; chopping off network programs for local spots; "flagrant indifference" to the FCC's July programming responsibility statement (BROADCASTING, July 17); failure to cooperate with local groups interested in presenting public-affairs programming, and canceling its NAB code subscription for a "substantial period" in order to carry spots without code approval.

A spokesman for WAVY-TV said that a "complete reply" to the Beachview charges will be filed proving that there is no basis to the Beachview charges.

Program forms to get hearing on Capitol Hill

Broadcasters will be both dishing it out and taking it at a hearing of a House Small Business Subcommittee next month. They will go on the offensive in expressing their views on the FCC's proposed program forms, which have aroused considerable opposition in the industry (see story, page 54). But they will also be the object of complaints by small advertisers who feel some broadcasters discriminate against them in the sale of prime time.

The hearing will be held Nov. 6 and 7 by a subcommittee headed by Rep. Dale Alford (D-Ark.). He said the subcommittee will look into "all phases of the interrelation between television and radio advertising as it affects small business." This, reportedly, will include an investigation of whether monopoly control of prime time is held by large advertisers or networks.

He promised to add the program-form item to the agenda at the request of Rep. William Avery (R-Kan.), a

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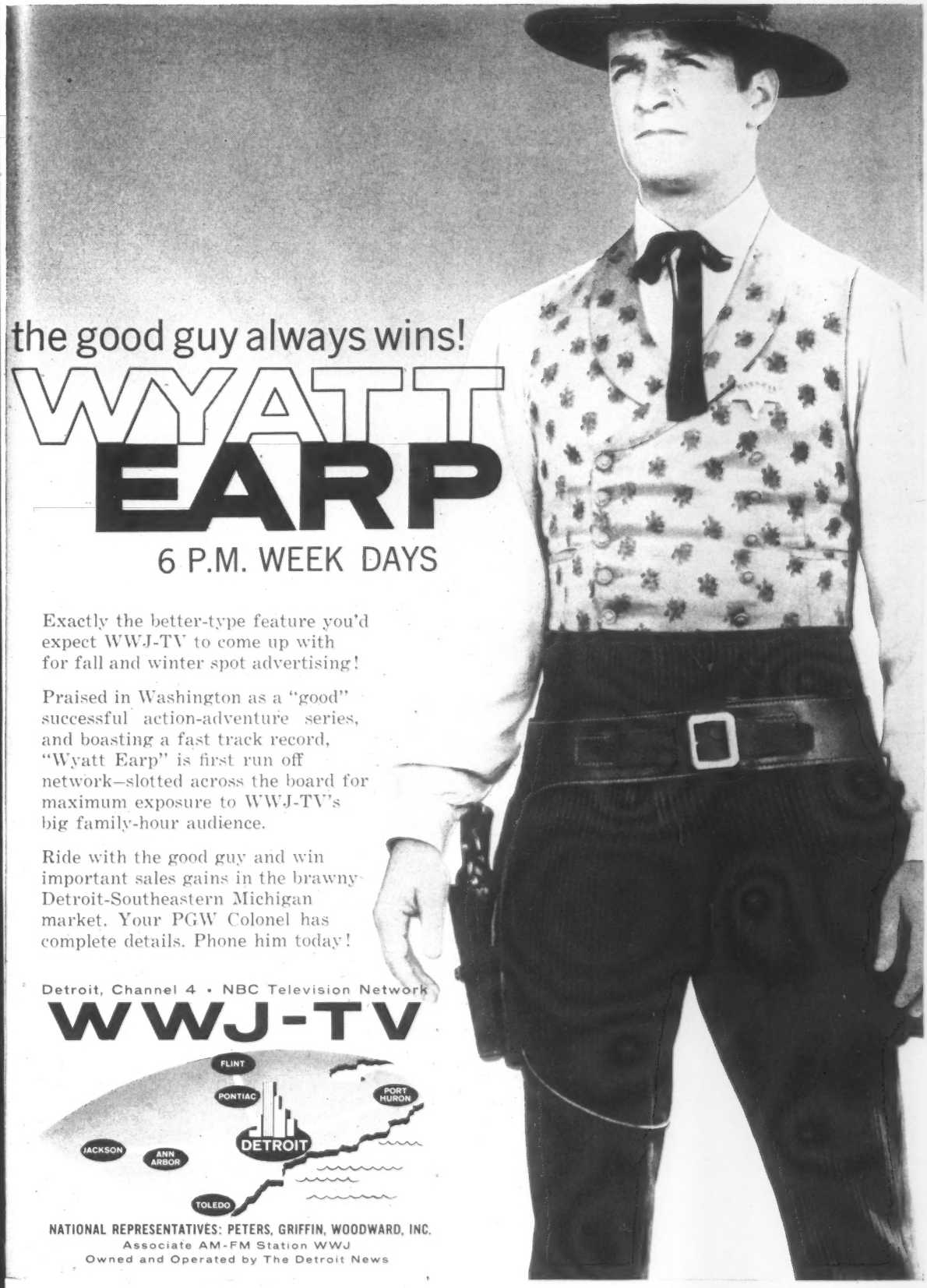

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WWJ-TV

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Associate AM-FM Station WWJ
Owned and Operated by The Detroit News

subcommittee member who formerly served on the House Commerce Committee and its Communications Subcommittee (BROADCASTING, Aug. 7).

Rep. Avery said that since no other congressional committee was looking into the program-form controversy, the Small Business Subcommittee should provide a forum for broadcasters interested in presenting their views directly to Congress.

A subcommittee source said the two-day hearing would be just the beginning. Everyone with a complaint will be invited to present it at that time, he said. Then the subcommittee will decide on the direction it wants to go. Subsequent hearings may be held outside Washington, he said.

Deprived of Lifeblood ▪ In announcing the hearing, Rep. Alford described advertising as "the lifeblood of business." Therefore, he said, it's of "paramount importance" that small businessmen have access to radio and television advertising. The importance of television, he added, is evident, since 82% of all U. S. homes have at least one tv set.

But the subcommittee, he said, has received complaints that radio and television stations and networks sell prime time only to advertisers who use either an entire network or a major portion of it, and thus exclude small firms.

If the subcommittee finds the allegations true, Rep. Alford said, it will "make appropriate recommendations." The House Small Business Committee, which is solely an investigative unit, does not have authority to initiate legislation. But the report it makes to the House could be referred to the House Commerce Committee, which has jurisdiction in broadcasting matters.

Road block to sale of WEBR-AM-FM removed

Stanlin Inc.'s purchase of WAMV-AM-FM (now WEBR-AM-FM) East St. Louis, Ill., received approval of the FCC last week for the second time. The commission withdrew a July 3 order (BROADCASTING, July 10) which set the $350,000 purchase of WAMV from Hess-Hawkins Inc. for hearing.

The commission originally had approved the transfer June 1 without a hearing. However, following protests by the East St. Louis Chamber of Commerce, the mayor and other civic leaders, Stanlin's purchase of WAMV was set for hearing. Protests were made on the ground the new owners planned to discard the stations' good-music format in favor of Negro programming.

In its final order last week, the FCC said that the objecting parties did not respond to requests for further information and that it had been shown that two other stations—KADI and WEW both St. Louis—provide good-music programming for the area.

Stanlin principals Lawrence R. Picus and Simpson R. Walker Jr., also own WOBS Jacksonville, Fla.

JFK sets committee on campaign costs

The high cost of presidential campaining—and that includes extensive use of radio and television—poses a problem that moved President John F. Kennedy into action last week.

A nine-member Commission on Campaign Costs to study election financing and to come up with recommendations for better ways of financing the essential expenditures required of major party nominees for President and Vice President was named Oct. 4 by the President.

Candidates must use such services as "staff assistance, transportation and communication facilities, radio and television time," the President said. "Under present circumstances these items are enormously expensive, and thus the ability of candidates to carry on campaigns is, in large measure, governed by their success as fund raisers."

This raised the problem of how to finance all these expenditures. Traditionally the money comes from private funds provided by a relatively small number of contributors, President Kennedy said. He added, "It is not healthy for the democratic process—or for ethical standards in our government—to keep our national candidates in this condition of dependence. I have long thought that we must either provide a federal share in campaign costs, or reduce the cost of campaign services, or both.

Fresh Look ▪ "My commission will take a fresh look at this problem and will make such recommendations as it deems appropriate, looking toward proposals for the next session of Congress."

Dean Alexander Heard, of the U. of North Carolina graduate school, was named chairman. He recently wrote a book titled *Campaign Costs*.

Other members include Paul Porter, of the law firm of Arnold, Porter & Fortas and FCC chairman in the mid-40s.

Other members of the study committee are: Prof. V. O. Key, Harvard; Dan Kimball, president of Aerojet-General Corp.; Malcolm Moos, former administrative assistant in the Eisenhower administration and political science professor at Johns Hopkins U.; Neil Staebler, Democratic committeeman from Michigan; Walter Thayer, president, *New York Herald-Tribune;* John Vorys, Columbus, Ohio, attorney; James Worthy, president, Republican Citizens of Illinois.

MCA court decision delayed until 1962

Opening statements were made before a federal court in Los Angeles last week in the FCC's fight to obtain records and testimony from MCA Inc. but procedural steps have delayed a final decision until 1962.

Judge Leon R. Yankwich of the U. S. District Court ordered MCA to file a reply to the government suit by Nov. 17 with further replies running until Jan. 10, 1962. Through a Justice Dept. suit, the commission is seeking information on MCA's tv programming operations as part of the agency's overall network investigation (BROADCASTING, Oct. 2).

MCA has refused to provide the material subpoenaed and to answer questions unless the information is held confidential. The records in question were delivered to the court last week pending a decision by Judge Yankwich.

The Los Angeles proceeding is one segment of the investigation which continued with hearings in New York last week (see page 29). With a court decision delayed, the FCC will be unable to issue a final report in its four-year-old investigation by the target date of Jan. 1, 1962, announced by Chairman Newton Minow.

Commerce advisors plan ad self-regulation study

Self-regulation in the advertising industry will be described in a publication to be put out by the Dept. of Commerce, according to the department's advertising advisory committee. Cost of preparing the information will be born by the committee, which met Sept. 26 with department officials.

Eldridge Peterson, of Pace College, New York, and former editor of *Printers' Ink*, will conduct the study of self-regulation. It will give information on what advertisers are doing to create and live up to standards set for themselves as well as group-self-regulatory efforts, besides describing trade codes and practices.

The committee recommended ways to improve department publications and displays. Next meeting will be held Nov. 30 in Washington.

William Ruder, designee assistant secretary of commerce, said a businessman's information center will be set up in the lobby of the department's building. It will advise visitors on governmental agencies and make appointments for them.

Frederic R. Gamble, president, American Assn. of Advertising Agencies, is chairman of the advertising committee.

27 BLUE CHIPS!

HUNCHBACK OF NOTRE DAME
Gina Lollobrigida, Anthony Quinn

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John Payne, Mona Freeman, Chuck Connors

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Orson Welles, Michael Redgrave, Patricia Medina, Akim Tamiroff

DINO
Sal Mineo, Susan Kohner, Brian Keith

TALL STRANGER
Joel McCrea, Virginia Mayo

THE ROSE BOWL STORY
Marshall Thompson, Vera Miles, Natalie Wood

JET OVER THE ATLANTIC
Guy Madison, Virginia Mayo, George Raft, Ilona Massey

PRIDE OF THE BLUE GRASS
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★ DUPONT SHOW
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*ACCORDING TO ARB, MARCH 1961, THESE SHOWS REACHED MORE HOMES THAN ANY OTHER.

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BIRMINGHAM, ALA.

REPRESENTED BY
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OPTION-TIME COMMENTS

Networks tell FCC practice is reasonable and necessary for continued operation

The three tv networks and affiliated stations made new pleas to the FCC Friday (Oct. 6) for the retention of option time while KTTV (TV) Los Angeles again urged the commission to ban the practice and all other exclusive arrangements as well.

Often argued in the past before many forums, the practice of time optioning was the subject of further comments in the commission's reopened rulemaking. The networks again pleaded that the time-honored custom is reasonable and necessary for a continuation of the present broadcast system.

A year ago the FCC ordered a cutback, effective last Jan. 1, of the time an affiliate may option to its network from 3 to 2½ hours during four separate periods of the day. This action was taken on a 4-3 vote. Last spring, by a 5-2 vote, the commission asked the Court of Appeals to remand the earlier action for further consideration. The case was in the court on the appeal of KTTV which maintained option time is a violation of the antitrust laws and should be abolished entirely.

The commission then asked for further comments directed toward (a) if time optioning, apart from whether it is legal under the antitrust laws, is in the public interest, and (b) if time optioning should be found to be contrary to the public interest, what form of rule should be promulgated to effectuate its prohibition. Reply comments will not be accepted and oral argument is scheduled for Nov. 3.

KTTV Solution ▪ Independent KTTV maintained the commission should not only abolish option time but should prohibit any station from devoting more than 75% of its time during prime hours to programs from a single source. Such a rule would restore full responsibility for programming to the licensee and would bring the benefits of free enterprise to tv by providing access to the medium for all programming sources, KTTV said.

"It would do this by preventing the existing power of the network companies . . . from being employed to compel stations to accept programs on an exclusive dealing basis, rather than on the basis of individual merit," the station said. At the present time, KTTV continued, the three-network control of programming is stronger and more extensive than ever.

"Mere prohibition of the option-time practice will not reduce that control one iota unless the commission also takes affirmative steps to ensure some measure of free choice to the licensee in its selection of programs and some measure of competitive opportunity to non-network program sources and non-network advertisers."

ABC Operations ▪ ABC gave a detailed explanation of each of the separate operations of a network designed to show that option time is necessary and tied-in to each one. Primarily, the network made these points: (1) the network system operates in the public interest and is essential to the development, expansion and success of quality tv, and (2) option time is the keystone to the survival of broadcasting as it exists today.

The network said that its annual broadcasting expenses are substantially over $100 million and that 3% of this total goes into the development of new programming. Such an investment would not be possible without the assurance that affiliates will carry offered programming, ABC said. All that goes into the makeup of a vast network complex is an undeniable conclusion that the same functions could not be undertaken by individual stations or non-network organizations, ABC maintained.

Option time was further compared to the circulation guarantee offered by print media and if abolished all operations of networks and advertisers in the public interest would be crippled, the network said. No other conclusion can be drawn except that option time is necessary and in the public interest ABC said. It could think of no worthwhile substitute.

All three networks quoted from the FCC's 1960 decision that, irrespective of antitrust considerations, option time is "reasonable and necessary." CBS noted that on three separate occasions the commission has found that option-time practices were in the public interest.

With this in mind, CBS said that the FCC already has answered in the affirmative its first question. "Moreover, in the light of the existing record, any attempt now . . . to decree a total abolition of option time would be manifestly unfair and would . . . constitute a serious abuse of the administrative process."

CBS also questioned the move by the FCC to reconsider the case after a change in the agency's personnel (Chairman Newton N. Minow has replaced Charles H. King on the FCC since the 1960 order). "Administrative chaos would result if a regulatory agency may properly change its definition of

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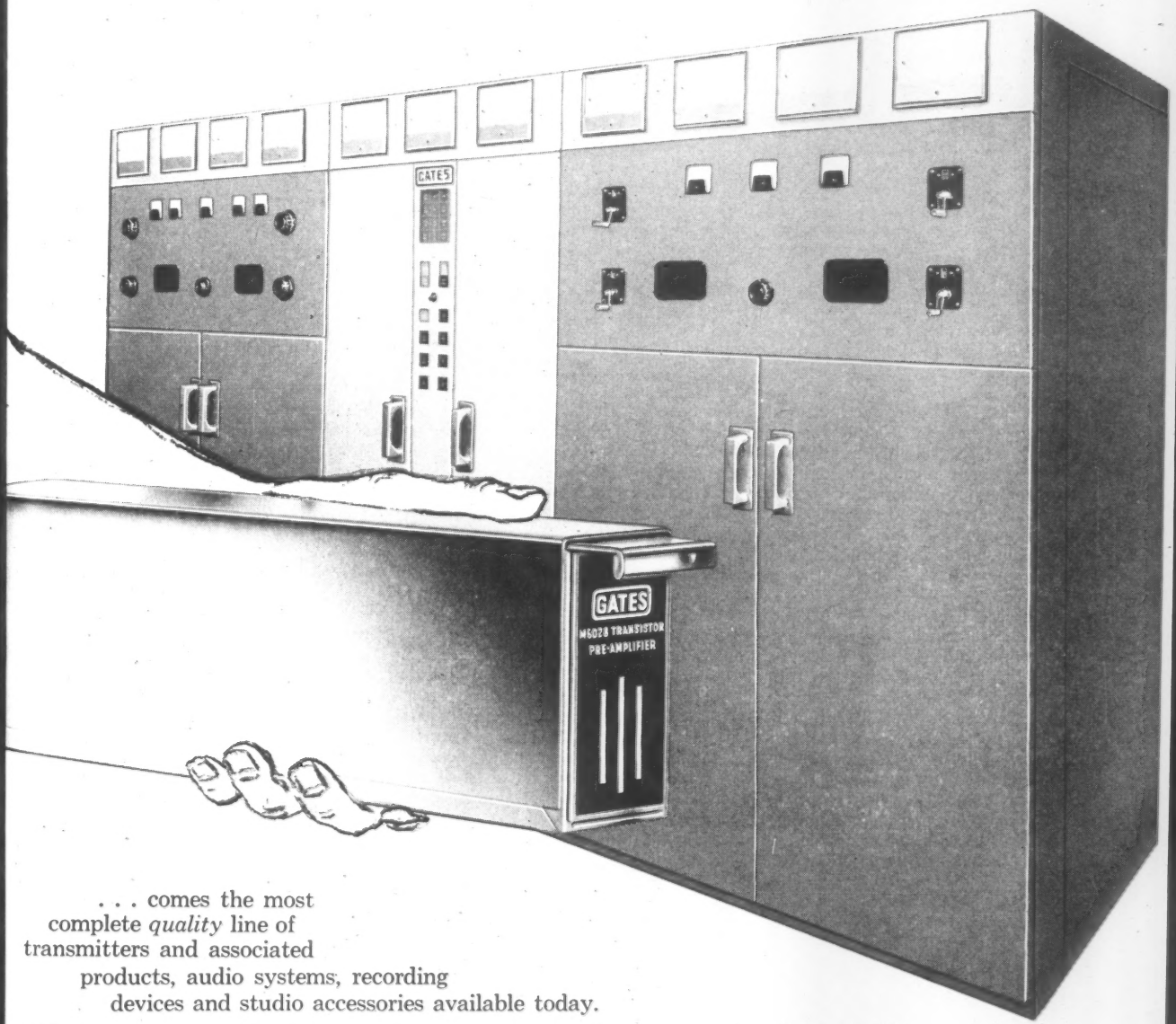

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the public interest . . . each time there is a change in agency personnel and even though there be no change of relevant fact," CBS said. "The principle of administrative finality should not so lightly be overturned if the administrative agencies are to do the job for which they were created."

The network said that the "gross unfairness" of any re-determination of important policy questions merely because of a change in agency personnel has been presented to the FCC and other agencies in the past and that the option-time reconsideration is a reversal of past decisions.

Why? Asks NBC ■ In sustaining option time, the commission went even further than necessary, NBC said, yet in the present case the FCC gave no hint as to why it has decided to reopen the case or what specific objections are to be examined. "Thus, the proponents of the practice are called upon to defend it without knowing the direction of the attack," NBC said. The present notice excludes any consideration of the antitrust question, the main thrust of the attack in the past, the network pointed out.

Like CBS, NBC also questioned the prudence of the FCC's action in stating: "The facts of this case would seem to be unprecedented, but the most nearly analogous authorities point out that reconsideration and reversal under such circumstances would be subversive of the stability of commission decisions generally and should not be undertaken."

The Select Committee of ABC-TV Affiliates said that a reversal of the FCC's finding that option time is in the public interest "cannot be supported even by rudimentary standards of legal process or by basic principles of equity and fairness. . . . Option time today just as in 1959 assures the best possible quality of programming, simultaneity of broadcast where necessary and the continuity of programming and revenues necessary to finance local public-service activities of the affiliates."

Option time is "emphatically in the public interest," CBS affiliated stations told the FCC. "It is in the public interest because networking is in the public interest—indeed, weakening of tv networking would be strongly contrary to the public interest." CBS Affiliates Special Committee stressed the practice is limited in scope and carefully safeguarded against abuse.

"The commission should not even consider its abolition without first investigating the potential harmful consequences of possible substitute devices for assuring clearance of programs," the CBS stations said. They stated that advocates of abolition have shown a "curious lightheartedness" in the goal of ending a practice upon which network operations depend. The commission certainly should not lightly undertake to ban option time "in a spirit of experimentation."

House group recommends 'flexibility' in space

The House Science & Astronautics Committee has recommended that the government retain "as much policy flexibility as possible" regarding a decision on ownership and operation of the U.S. satellite communications system.

The committee said communications satellite systems represent the first opportunity for commercial use of space technology. This, the report added, raises a number of public policy questions, some of which will require action by Congress and all of which will require coordination by various government agencies.

The committee made no recommendation of its own regarding ownership, but declared that in order to accord "noncommercial public interests" maximum protection, the government "should retain as much policy flexibility as possible with respect to such matters as ultimate ownership and operation."

It also said that the international implications of space communications "requires an intense interest and a continuing major role on the part of the government." And regardless of how the question of ownership of the system is resolved, the report said, the research-and-development phase must proceed rapidly and should not be delayed by disagreements over business and financial arrangements.

RKO seeks dismissal of Philco's WRCV-TV bid

RKO General, applicant to buy WRCV-AM-TV Philadelphia from NBC, has asked the FCC to dismiss the application of Philco Broadcasting Co. Philco for many years has sought to have NBC's license for the ch. 3 facility revoked and to have it granted to Philco.

RKO said Philco's application is now "incomplete and defective" because it does not reflect the proposed purchase of the company by Ford Motor Co. Philco was asked on an FCC questionaire May 23 if contracts pended to change its management structure. It answered in the negative. The proposed Philco-Ford transaction changes this, RKO claimed. Philco's letter to the commission saying it intends to pursue its application was unsworn and did not include contracts, as specified by FCC rules, RKO maintained (AT DEADLINE, Sept. 18).

WGMA hearing rescheduled

The license renewal hearing of WGMA Hollywood, Fla., was rescheduled for Nov. 13 by FCC Hearing Examiner Elizabeth C. Smith last week. The hearing, originally scheduled for Oct. 18, will be held in Washington and was ordered following disclosure of the role played by 50% owner Daniel Enright in the rigging of tv quiz programs.

Bureau relents on KWTX-TV

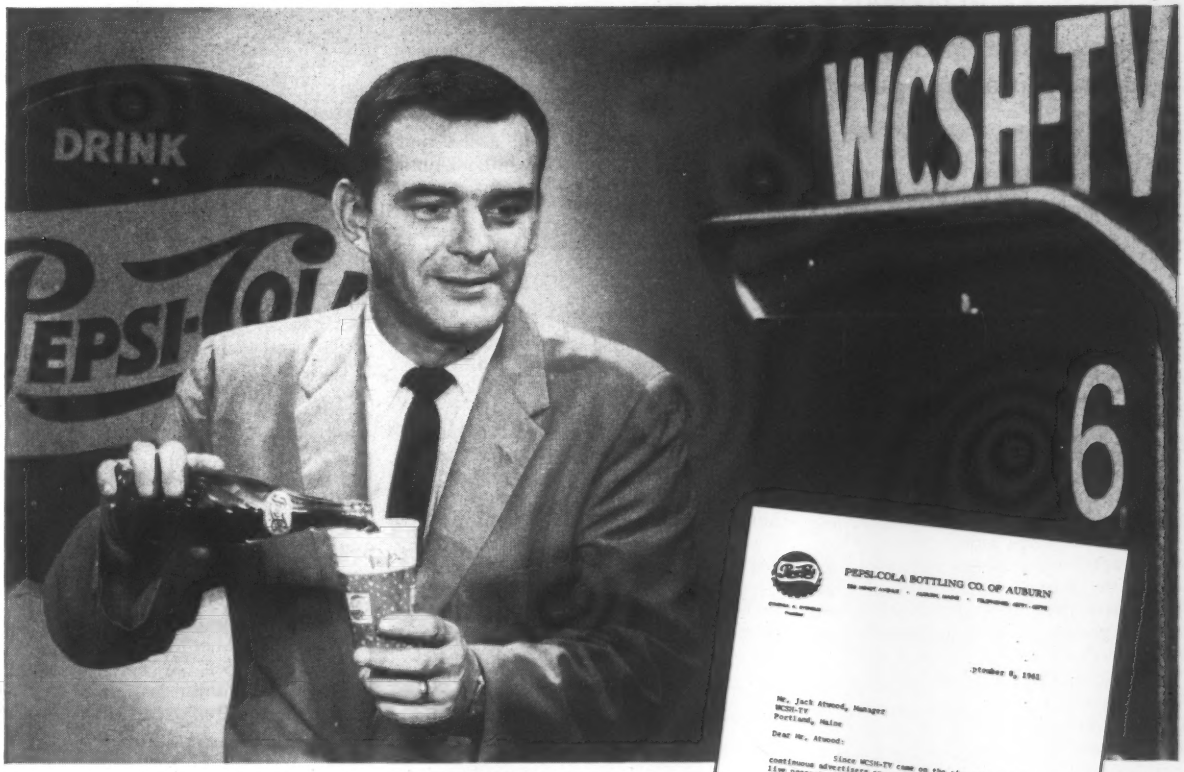
The Broadcast Bureau last week went along part of the way with a request by KWTX-TV Waco, Tex., that the FCC reconsider its order setting a hearing on the station's application to increase antenna height and power (BROADCASTING, Sept. 18, 25).

The bureau agreed the change would not create a duopoly situation between KWTX-TV and the LBJ Co.'s KTBC-TV Austin, Tex., because LBJ has only a minority interest in the Waco station and exercises no control over it.

But the bureau felt the FCC should explore the possibility concentration of control and extent of signal overlap between KWTX-TV and KBTX-TV Bryan, which is 50% owned by the Waco station group.

110 ADVERTISERS SPONSOR COLOR TV

During the '60-'61 season, 110 major advertisers sponsored network Color Television programs. More and more sponsors are moving up to Color. What about you? Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Plaza, New York 20, New York, Tel: CO 5-5900



PEPSI-COLA BOTTLING CO. OF AUBURN

October 6, 1961

Mr. Jack Atwood, Manager
WCSH-TV
Portland, Maine

Dear Mr. Atwood:

Since WCSH-TV came on the air, we have been continuous advertisers on your station. We have found that live presentations of commercials have a personal appeal, and we have used these for several years.

Although we feel that all our advertising media has contributed to our success, we find that television has exposed our products to the public eye and it is always good to see a product as well as hear about it.

Sincerely,

PEPSI-COLA BOTTLING CO. OF AUBURN

(Mrs.) Cynthia A. Rydholm, Pres.

CAR:ml

ninety months of commercials!

..."It's always good to see a product as well as hear about it."

We are confident, as is Mrs. Cynthia A. Rydholm, President, PEPSI-COLA BOTTLING CO. OF AUBURN, that the 1,500 bottles of Pepsi consumed by announcer Clif Reynolds during the course of 1000 original commercials has contributed in a large measure to the success story of the PEPSI-COLA BOTTLING CO. OF AUBURN. That is why they have been a continuous advertiser over WCSH-TV for over 7½ years.

Maine Broadcasting System

WCSH-TV • Portland / WLBZ-TV • Bangor

THE KATZ AGENCY, INC.
National Representatives

ARTISTS' EMPLOYMENT

To be subject of inquiry by House education group

Additional congressional interest in job opportunities for American actors and musicians was indicated last week when it was learned that a House Labor subcommittee plans to hold a hearing on the subject in New York next month.

The House Select Subcommittee on Education, which is headed by Rep. Frank Thompson (D-N.J.), has scheduled a hearing Nov. 15, 16, and 17 on the economic conditions of performing artists, including actors, concert musicians and ballet dancers. The subcommittee has jurisdiction over cultural affairs and fine arts.

Because of the mobility of these performers, the hearing will get into the area of television and radio, according to a subcommittee aide. He said network representatives, as well as artists unions, recording companies, individual performers, producers organizations and citizens groups, will be invited to submit their views.

According to present tentative plans, the subcommittee will hold hearings in Washington and San Francisco following the New York phase of the inquiry.

The subject matter overlaps to some degree a preliminary inquiry launched last month by Rep. John H. Dent (D-Pa.), chairman of the House Subcommittee on the Impact of Exports & Imports on American Employment (BROADCASTING, Sept. 11). He is concerned with the effect of "runaway" film production on employment in American film and television industries, and has been urged by actors and musicians unions to hold a hearing.

Maine special session set for etv financing

Gov. John H. Reed of Maine plans to call a special session of the State Legislature to appropriate funds for a state-wide educational tv network, he disclosed in a telegram to the FCC.

Maine wants the FCC to reconsider its reallocation of ch. 7 in Maine from Calais to Bangor as a commercial outlet and wants it retained in Calais for etv use. The FCC last week released the governor's wire and gave interested parties 15 days to comment.

The April shift of ch. 7 also has been protested by the U. of Maine and ch. 5 WABI-TV Bangor. Last summer, FCC Chairman Newton Minow wrote Gov. Reed suggesting that the latter go through normal channels if he wanted commission reconsideration of the ch. 7 assignment (BROADCASTING, July 31). At the same time ch. 7 was moved to Bangor, the FCC reserved ch. 10 allocations in Augusta and Presque Isle, both Maine, for etv (BROADCASTING, April 24.)

In his wire to the commission, Gov. Reed said the special legislative session will convene Nov. 27 and asked that any final FCC action be withheld until the legislature has had a chance to act.

Cp grants not automatic when competition quits

The grant of a requested broadcast facility by the FCC is not necessarily assured when one applicant reimburses expenses of a competing applicant in return for the latter's dismissal.

Dixie Radio Inc. learned this fact of life last week when Hearing Examiner Isadore A. Honig released an initial decision denying Dixie's application for a new am station on 790 kc in Brunswick, Ga. The examiner ruled that Dixie did not show the need for a third station in Brunswick (1950 population 17,954 and that 11.7% of Dixie's normally protected contour would receive objectionable interference, in violation of the 10% rule.

Two fulltime stations, WGIG and WMOG, are now operating in Brunswick and 17 stations provide service to the proposed Dixie coverage area.

Harry L. Bowyer Jr. also originally was an applicant for 790 kc in Brunswick. Last March, Mr. Bowyer's application was dismissed with prejudice (after it had been set for hearing with Dixie) following an agreement whereby Dixie paid Mr. Bowyer $500 as "partial reimbursement" for expenses.

Moss information group praises administration

The House Freedom of Information Subcommittee has examined the record made thus far by the Kennedy Administration in respecting the people's right to know, and found it deserving of qualified praise.

In a report to the House, the subcommittee, headed by Rep. John E. Moss (D-Calif.), said the administration has succeeded in removing many, if not all, of the restrictions on government information "left over" from the days of President Eisenhower.

But the report added that new information problems have developed on the New Frontier which remain unsolved. The subcommittee said this shows that "a thin veneer of new leadership" is not enough to prevent some bureaucrats from "equating secrecy with good government."

The President's Policy ▪ The report said the administration's record was examined in light of President Kennedy's preelection statement that "the goal of our government is the widest possible dissemination of information to all the American people."

It added that "for the first time" in the subcommittee's six years of existence, "there is a powerful new weapon" in the fight against excessive government secrecy—a President "clearly on record in favor of the greatest possible flow of government information."

Partisan considerations in this assessment of a Democratic administration by a Democratic-dominated subcommitee were seen by two minority members, Reps. Clare E. Hoffman (R-Mich.) and George Meader (R-Mich.).

Rep. Hoffman said the majority appears to think "under Kennedy, the problem of government secrecy stems from the nature of bureaucracy, but that under Eisenhower, it was the fault of the President's personal policy."

And in a separate statement Rep. Meader said the majority report "has political overtones and accepts the self-serving declarations" of administration officials. He said the subcommittee should have examined the officials "actual performance" in determining whether channels of communications between the administration and Congress and the public are being widened.

FCC gives WHOL short-term renewal

On the basis of a comparison of programming proposed in a 1956 application for a construction permit with the station's actual composite week submitted in a renewal application, the FCC last week granted WHOL Allentown, Pa., a license renewal for only one year.

According to the commission, WHOL proposed the following percentages in 1956 (with actual performance in parenthesis): entertainment, 72.61% (86.66%); religious, 3.93% (1.94%); agricultural, 2.72% (none); educational, 1.51% (none); news, 10.17% (10%); discussion, 1.41% (none); talk, 7.65% (1.4%); live, 12.98% (1.3%), and sustaining, 34.74% (12.1%). After receiving a commission inquiry, WHOL amended its application in September to reduce entertainment to 74.9% and increase all other categories.

In a letter to the station, the FCC said the variances in WHOL's programming "fall short of the degree of responsibility which the commission has a right to expect of its licensees. Accordingly, the commission is unable to find that the public interest would be served by a grant of your application for a regular period of three years." The station's renewal is valid until Nov. 1, 1962.

Commissioners Rosel Hyde and T. A. M. Craven voted for a regular three-year renewal.

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H-R cuts paper work with new system

SPECIAL MASTER FORMS PROVIDE FOOL-PROOF METHOD FOR UPDATING

A new system for clearing the jungle of paper work that surrounds timebuying, described as an immense saving in time and manpower but even more important in its reduction of error, was announced last week by H-R Television.

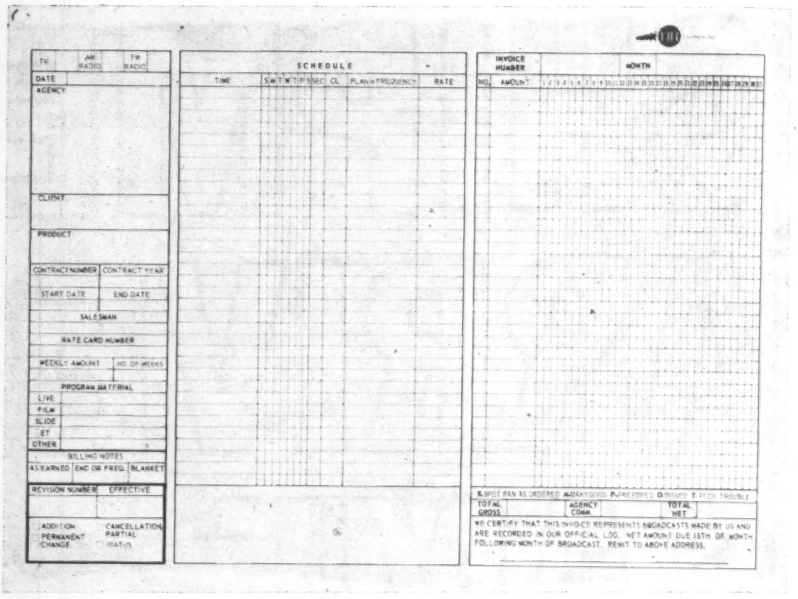
The system, based on recommendations made by the management consultant firm of Booz, Allen & Hamilton after months of study among stations and agencies as well as at H-R (CLOSED CIRCUIT, July 31), will be offered first to stations represented by H-R and then will be made available to all other stations and reps who wish to use it.

One station where the system has been tested—WMAL-TV Washington—was said to have been enabled to reassign eight persons from typing and other essentially clerical duties to more important responsibilities (BROADCASTING, Oct. 5, 1959). But it was emphasized that the increased efficiency in the use of manpower, although considerable, is less significant than the reduction of the possibility of error through the seemingly endless copying of essential data that is necessary under conventional systems.

Heart of the new system, as described by Frank E. Pellegrin, H-R executive vice president, is (1) special translucent forms which can be revised easily and hence kept always up to date, and (2) duplication equipment which can quickly reproduce as many copies of the master forms as station, rep or agency may need.

H-R supplies the special forms. The duplicating equipment is purchasable from several sources at a price described as "roughly equivalent to the cost of an electric typewriter."

Multi-Use ▪ The style of the forms was worked out with an eye to making each one useful in as many ways—and to as many different departments of stations and agencies—as possible. In this respect they combine functions ordinarily served by different forms.



Here's what H-R system's new time-order form, one of five master forms involved, looks like. It has multiple uses, including agency contract, traffic order, billing ledger, invoice and certification of performance. Section at left gives full description of the order, one in center details the schedule ordered, one at right may be detached and sent to accounting department for its records and then sent on to agency as invoice.

The master time-order form, for example, serves not only as the agency contract (sheets on which the form is reproduced carry the standard AAAA contract provisions on the back), but also as traffic order, billing ledger and invoice (including certification of performance).

In addition to the basic contract form there are four other "master" forms: A change-order form which provides for reporting of schedule interruptions, cancellations and any other change in the basic contract; a station daily program log; a comparative revenue report form on which stations can keep track of current sales in comparison with those in earlier periods on almost any basis desired, and an availabilities form showing what adjacencies and programs are open for sale.

The translucent material of which these master forms are made enables a station, for example, to erase out-of-date information, substitute current data or add new information—and then, by quick duplication in the special copying equipment, have on a moment's notice a complete, up-to-date report which otherwise may take two or three days to prepare.

No Hand Copying ▪ By eliminating the need for hand-copying—which in the case of program logs, for example, may take one typist one day a week—the system "reduces to the lowest possible figure the possibility of making

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The Buffalo Evening News Station

CH. 4

CBS in Buffalo

Blueprint of H-R Representatives' new system for cutting down on timebuying paper work gets the attention of (l to r) Loretta Kealy, head of the firm's contract department; Frank M. Headley, H-R president; Thomas J. McDermott, vice president in connection with radio and tv at N. W. Ayer & Son, and Frank E. Pellegrin, H-R executive vp. Officials said the system also has been previewed for AAAA financial management group.

the sort of typographical error that often takes station, rep and agency people days or even a week to track down and rectify," Mr. Pellegrin explained. By using forms which can serve multiple purposes the snowstorm of paper that flows among stations, agencies and reps is materially reduced —"and the paper that is necessary flows faster," he added.

Booz, Allen & Hamilton devised the basic forms by borrowing or adapting "the best features" of many existing forms and organizing them as efficiently as possible, Mr. Pellegrin said. Thus although no one feature is strictly "new," the way in which the features are combined results in forms that themselves are "new."

H-R's contract department, currently being expanded to handle the new system, is headed by Miss Loretta Kealy. As one by-product of the system, H-R said, her department will clear all broadcast time orders on the same day they are received. Brochures describing the system are slated to go out to H-R stations and to agencies within the next few days.

UNDERGROUND STATIONS

WEAM, WGIV to set up extra equipment for emergencies

Broadcasters have begun to dig in for the Cold War on the theory it may turn hot at any moment.

Two radio stations last week announced plans to duplicate transmitters and studios in underground shelters.

WEAM Arlington, Va. (across the Potomac River from Washington) plans to spend an estimated $50,000 installing a complete standby radio station underground at its 10-acre antenna site on the Arlington-Fairfax County line.

WGIV Charlotte, N. C., plans to commit $20,000 for putting its facilities underground at two locations—one as part of its new studio building, the other in a shelter on the other side of town.

In both cases the stations aim to maintain broadcast operations to serve their listeners with civil defense information, fallout data, news and other life-saving details. Neither believes it would operate normally during a nuclear attack and its crises-ridden aftermath.

Both stations plan to install hydraulic lifts to extend retractable antennas from below-ground silos. Both shelters, of the blast-proof variety, will be stocked with food, water and the other necessities required to maintain personnel and facilities for a week to 30 days.

Arlington Burial ▪ WEAM's plans started several months ago when the management of the 5 kw, 24-hours-a-day station agreed that an addition was needed for its transmitter building. As plans were discussed, the idea of a shelter as part of the construction was brought up. Owner Harold Thoms made the final decision—to put the entire operation underground.

Preliminary plans—now the subject of talks with contractors and civil defense officials—call for the construc-

NAB roadshow starts in Dallas today

NAB's annual nationwide sweep, known historically as the "Flea Circus," starts today (Oct. 9) at the Adolphus Hotel, Dallas. A nine-man crew from the association's Washington headquarters will tour eight cities, holding the annual Fall Conferences that wind up Nov. 20 (BROADCASTING, Oct. 2).

The group will be reinforced Oct. 15 when Robert D. Swezey, newly elected director of the NAB's combined radio-tv code authority, assumes his post and appears at the Oct. 18 conference in Salt Lake City.

George C. Hatch, KALL Salt Lake City, chairman of the NAB radio board, will preside at the Dallas meeting. The 1961 program has been tailored into one day, winding up with a reception and without a dinner at Dallas and following the same routine around the circuit.

The NAB's flying squadron held a warmup session Oct. 4 in Washington. Taking part were William L. Walker, assistant treasurer and convention manager; John M. Couric, public relations manager; Charles M. Stone, radio code director; Vincent T. Wasilewski, executive vice president; NAB President LeRoy Collins; James H. Hulbert, broadcast personnel-economics manager; William Carlisle, station services vice president; Edward H. Bronson, Washington tv code director; John L. Perry, assistant to the president.

The second meeting in the series will be held Oct. 13 at the Hotel Jefferson, St. Louis (see complete schedule in DATEBOOK, page 14).

tion of a 600-sq.-ft., blast-proof, underground shelter at the station's antenna site. It will house a 5 kw transmitter and associated equipment, studio gear, a 50 kw generator and microwave equipment to link the subterranean radio station with its regular studio and possibly with area civil defense headquarters in Washington.

The shelter will contain bunks, cots, food and facilities (including a Geiger counter) for a minimum of six men.

Connected to the below-earth quarters will be an adjacent 400-foot-deep well and a water storage tank to provide an unlimited water supply, and a large emergency fuel tank.

WEAM's planned telescopic tower could be raised to 100-150 feet in height and would be used if WEAM's present four tower array should be damaged or destroyed.

Kenneth L. Wood, WEAM's general manager, has offered to provide at the station's own expense a complete microwave installation between Greater Washington's civil defense headquarters in Washington and the present studios or its underground twin. WEAM's present studios and offices are now housed on the full basement level of a steel and concrete office building in the business district of Arlington. There also are plans for installing a standby generator at these studios, plus a stockpile of food, water, medical supplies and other emergency items.

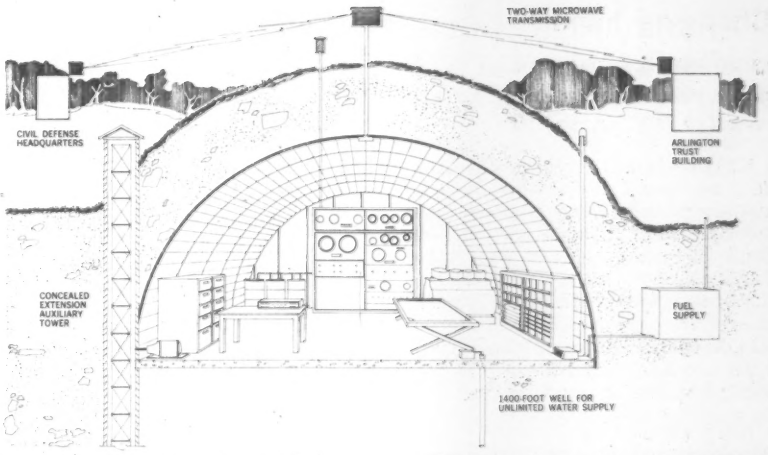
The main studios are now linked to the transmitter by a leased telephone circuit; a standby microwave link is being installed.

Charlotte Shelters ▪ The WGIV plan is similar to that of WEAM in that both originated with planning for new construction. At Charlotte, it was decided to include a blast-proof shelter underneath a new studio building to be built—plus a second shelter in another part of the city.

Each shelter will house a 250 w transmitter and associated equipment, and a 3 kw or 10 kw generator (it hasn't been decided exactly what rating will be used yet) to be operated on propane gas. Each shelter will be completely equipped with food and supplies for personnel.

Two-way communications with state emergency defense officials would be maintained through the use of amateur equipment, Francis M. Fitzgerald, president of the 1 kw Charlotte outlet, said.

Each shelter, he said, will be equipped with a periscope, electronic fall-out counters, weather instruments, all band receivers and amateur band transmitters. All exhaust and air intakes will be filter-equipped; these will be duplicated in case any of them are damaged. A pressure water system will be installed at each site outside the public water system. Each underground station will be equipped with pumps which may be operated manually or electrically.



This is the architect's preliminary drawing of a portion of WEAM. It shows the operating half of the proposed underground communications center, including water well, fuel tank and retractable antenna tower silo. The Arlington Trust Bldg. is the regular home of WEAM's studios.

For one week, WGIV will have the 80-square-foot or second shelter on its present studio grounds. One WGIV announcer will enter the shelter Oct. 18 and live there one week. He will perform his regular duties during this period. WGIV is setting up a closed circuit tv installation to permit visitors to the WGIV studios to view the "guinea pig" under simulated emergency conditions.

After the week of demonstrations, the shelter will be moved to a second site where it will be equipped as a standby broadcast communication center. This site will be several miles from the permanent shelter's site.

Both stations are spending their own money on these projects. Both have offered to make their plans and experiences available to other broadcasters or groups.

Media reports...

Award presented ▪ A New York college student has been awarded a $1,000 scholarship given to Columbia U.'s Graduate School of Journalism by Edward P. Morgan, ABC Washington news commentator. Mr. Morgan's gift, which represents the $1,000 Alfred I. du Pont Award he received in 1960 as the best commentator in broadcasting, was given to Dwight Beach of Manhasset, N. Y.

IBEW picked ▪ International Brotherhood of Electrical Workers has been selected by production personnel, announcers and engineers of WUSN-TV Charleston, S. C., as bargaining agent, according to National Labor Relations Board. The board's regional office at Winston-Salem, N. C., certified a vote of 10 to 5 in favor of IBEW. The election was conducted Sept. 19.

Catv system bought ▪ TelePrompTer Corp., New York, reports it has acquired the Pacific Telescription System of Santa Cruz, Calif., a community antenna operation, for approximately $696,000 in TPT stock. Irving B. Kahn, president, said TelePrompTer now has an investment of about $5 million in 11 systems serving 28,000 subscribers.

WEEP no more ▪ WEEP Pittsburgh last week changed its call letters to WYRE and introduced a format featuring a new emphasis on news. The station is owned by Golden Triangle Broadcasting and managed by Philip B. Hirsch.

Ford grants ▪ The Ford Foundation has awarded grants to various educational institutions and groups, totaling $432,400, to help finance the fifth year of a nationwide experiment, begun in 1957-58, to test and demonstrate the effectiveness of television as a teaching medium. It also has awarded Nebraska U. a $17,500 grant, to help finance a survey for the establishment of a statewide educational-television network.

KSIX rejoins CBS Radio

KSIX Corpus Christi, Tex., affiliated with ABC Radio since 1947, and previously with CBS Radio, resumed CBS affiliation effective Oct. 1. It is understood that ABC Radio is negotiating for another affiliate in the market. KSIX, a 250 w outlet on 1230 kc, is owned and operated by Corpus Christi Broadcasting Co. Van M. Kennedy is KSIX president and general manager.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval*:

▪ KFOX-AM-FM Long Beach, Calif.: Sold by Bing Crosby, Kevin Sweeney and the estate of Kenyon Brown to Egmont Sonderling for $1 million. Mr. Sonderling is the owner of WOPA-AM-FM Oak Park, Ill:; KDIA Oakland, Calif., and WDIA Memphis, Tenn. No change in personnel is contemplated. KFOX operates fulltime with 1 kw on 1280 kc; KFOX-FM is on 102.3 mc wiht 1 kw. Broker was Blackburn & Co.

▪ KBIF Fresno, Calif.: Sold by Ethan Bernstein and associates to Norwood J. Patterson for approximately $250,000. Mr. Patterson owns KICU-TV Visalia, Calif., and KSAN San Francisco. KBIF operates daytime only on 900 kc with 1 kw.

▪ KTIX Seattle, Wash.: Sold by Hugh Ben LaRue and associates to William E. Boeing Jr. for $247,500. Mr. Boeing owns KIDO Boise, Idaho, and KPAM-AM-FM Portland, Ore. The station operates with 5 kw daytime only on 1590 kc. Broker was Edwin Tornberg & Co.

▪ KPIG Cedar Rapids, Iowa: Sold by John C. Kelly and associates to Black Hawk Broadcasting Co. for $195,000 plus $17,500 for a seven year consultancy contract and agreement not to compete. Black Hawk owns KWWL-AM-TV Waterloo, Iowa, and KAUS and KMMT-TV Austin, Minn. Ralph J. McElroy is president of Black Hawk. KPIG is fulltime 250 w on 1450 kc.

▪ WMRC Milford, Mass.: Sold by Edward I. Cetlin and associates to Daniel B. Ruggles III and group for $75,000. Mr. Ruggles owns WSKI Barre-Montpelier, Vt. Associated with Mr. Ruggles in the Milford purchase is Lawrence Shane, also associated with Mr. Ruggles in WSKI. Mr. Cetlin is a principal owner of WHAV-AM-FM Haverhill, Mass. WMRC operates on 1490 kc with 250 w fulltime. The WMRC sale was handled by R. C. Crisler & Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 102).

▪ KQBY-AM-FM San Francisco, Calif.: Granted sale by Sherwood R. Gordon to Atlass Broadcasting Co. for $720,000. Atlass is principally owned by Frank Atlass and wife Patricia; Mr. Atlass, formerly with WIND Chicago, is head of Atlass Productions, Beverly Hills, Calif. In making the grant, the commission dismissed a petition by the National Assn. of Broadcast Employes & Technicians (AFL-CIO) and its Local No. 51 to deny the applications because of displacement of personnel. The FCC said that although it failed to find that NABET had standing to oppose the sale, it considered the allegations and determined that the alleged dealings with the union involve business management and policy, not within the supervision of the commission. FCC Chairman Newton N. Minow and Commissioner Robert T. Bartley dissented.

▪ WXXX Hattiesburg, Miss.: Granted sale from David Matison and associates to Broadcast Development Co. for $100,000. Broadcast Development is headed by George P. Mooney. Its stockholders have interests in WKGN Knoxville, WDXI-AM-TV Jackson and WDXN Clarksville, all Tennessee, and WBSR Pensacola, Fla. FCC Chairman Newton N. Minow and Commissioner Robert T. Bartley dissented. The commission by letter, with Commissioners Rosel H. Hyde and T. A. M. Craven dissenting, told both the buyer and the seller that the grant of the renewal and of the assignment should not be considered as an indication that the commission is satisfied with the reasons advanced by the licensee for not programming the station in accordance with previous proposals. These were made in the application for construction permit granted in 1957, the FCC letter points out, and in the renewal application granted in 1958. Last week's approvals were made, the FCC said, on the basis of proposals by the buyer.

▪ WOGA Chattanooga, Tenn.: Granted sale by C. R. Rader and associates to Dick Broadcasting Co. (James A. Dick) for $90,000. Dick Broadcasting owns WQOK Greenville, S. C., and WIVK Knoxville, Tenn. The grant included a renewal of license for WOGA. FCC Chairman Newton N. Minow and Commissioner Robert T. Bartley dissented, with the latter issuing a statement questioning the amount of commercialization proposed, and the possibility of concentration because of the buyer's other stations. In referring to the statement that the commercial ratio is necessary to put WOGA on a sound financial basis, Commissioner Bartley stated: "To me this raises substantial public interest questions as to (1) whether the assignee is financially qualified to operate the station in the public interest, or (2) whether there is sufficient need for the station to justify its continued use of a valuable frequency." He favored the holding of a hearing to resolve these questions.

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$55,000

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Unions drop opposition to Rochester tv sale

The way has been cleared for consummation of the $6.5 million Rochester, N.Y., tv stations transfer—held up for the last two months because of union objections.

Settlement of the dispute was announced Sept. 29 when the National Assn. of Broadcast Employes & Technicians (NABET) and the American Federation of Television & Radio Artists told the FCC their dispute with the Rochester tv stations had been settled. The information was contained in the notice withdrawing the union's petitions for reconsideration of the FCC's August action approving the sales (BROADCASTING, Aug. 7).

In the triple transaction, ch. 5 WROC-TV Rochester is being sold to ch. 10 share-timers WVET-TV and WHEC-TV also in Rochester. At the close of the three-step transaction, WVET-TV will operate on ch. 5 and WHEC-TV, also in Rochester. At the see on ch. 10.

The crux of the union's complaints was that 48 WROC-TV employes (37 technicians and 11 announcers) were not taken care of in the arrangements. The solution, agreed to last month, is to integrate the WROC-TV employes into WVET-TV and WHEC-TV ranks on the basis of seniority.

In a corollary move, WVET-TV acquired the facilities of WROC-FM Rochester for $48,700 and an agreement that Transcontinent Television Corp. will not compete in the Rochester area for five years. The FCC approved the transaction on Oct. 4.

AFTRA, KMPC sign new three-year pact

The American Federation of Television & Radio Artists has signed a new three-year contract with KMPC Los Angeles calling for a base wage for announcers of $187.50 the first year, $197.50 the second and $205 the third, retroactive to May 1, 1961. Claude McCue, executive secretary of the AFTRA Los Angeles local, said that the KMPC contract is the tenth to be signed with independent radio stations in the Los Angeles area since July 11, when the union called a strike against KFWB Los Angeles that is still in progress.

An action committee, elected at a Sept. 21 meeting of some 20 unions in an effort to bring an end to the strike, called on KFWB to resume negotiations, a request which Mr. McCue said he was informed had been taken under advisement by the station. The inter-union action committee's members are: Syd Rose, NABET, chairman; Andrew Draghi, IBEW; John Tranchitella, AFM; Douglas Smith, SAG; Ralph Clare, Studio Transport Drivers. Of these, only IBEW has members employed at KFWB and they are still at work there, despite the AFTRA picket line around the station.

AFTRA's board last week approved plans for a benefit show and dance to be held Nov. 2 at the Hollywood Palladium, the proceeds to go to the strike benefit fund.

Idaho broadcasters call FCC proposal 'a burden'

The FCC's proposed logging and programming forms will load stations with "a tremendous burden" and will not provide information necessary to enforcement of the Communications Act, the Idaho Broadcasters Assn. board decided at a Sept. 26 meeting held at Boise. Edward M. Brainard, KORT Grangeville, IBA secretary, was directed to inform the FCC of the association's stand.

IBA's board decided to participate in two public service campaigns—the state highway traffic safety drive and the Religion in American Life program to encourage church attendance. Duane Wolfe, KCID Caldwell, presided at the board meeting as association president.

'Bus Stop' starts, stops, starts again in Asheville

ABC-TV's new *Bus Stop* hit a road block in Asheville, N. C., last week but WLOS-TV, affiliate in the Asheville-Greenville-Spartanburg area, found a solution after cancelling the program.

Early in the week WLOS-TV announced it was dropping the Sunday evening ABC-TV program on the ground it was "too adult" and contained profanity at children's viewing time (9-10 p.m.). Theodore A. Eiland, vice president-general manager, wired the network he felt that "to continue carrying a program of questionable moral integrity would jeopardize the acceptance in our area of WLOS-TV and ABC-TV."

He said he felt the networks, especially ABC-TV, do a good job of handling the problem of providing programs acceptable simultaneously to viewers in any part of the nation. ABC-TV had no comment on the Asheville decision.

Last Thursday Mr. Eiland said he would reinstate *Bus Stop*, switching it to 10-11 p.m. and moving *Adventures in Paradise* to 9-10 p.m. He feels the later hour for *Bus Stop* will solve the problem. Unsolicited viewer comments on the initial cancellation were numerous, Mr. Eiland said.

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"YOUR STATION PROFILE"

An attractive pocket-size folder that enables you to record in one place *all* of the pertinent data you need to refer to covering both your radio or television station and market.

It contains places to note *Service Contracts, Major Equipment, Rating Info, Station Real Estate, Market Data* — and there's even a spot for remarks concerning your competition. All condensed in a one-fold pocket piece that you can always have on hand for easy reference use.

Copies will be mailed *on request* — free of charge — to bona fide radio and television station owners only. Or you can obtain one from a Hamilton-Landis representative personally if you are planning to attend any one of the NAB District Meetings.

HAMILTON-LANDIS AND ASSOCIATES, INC.

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America's Most Experienced Media Brokers

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NEGOTIATIONS, APPRAISALS, FINANCING OF CHOICE PROPERTIES

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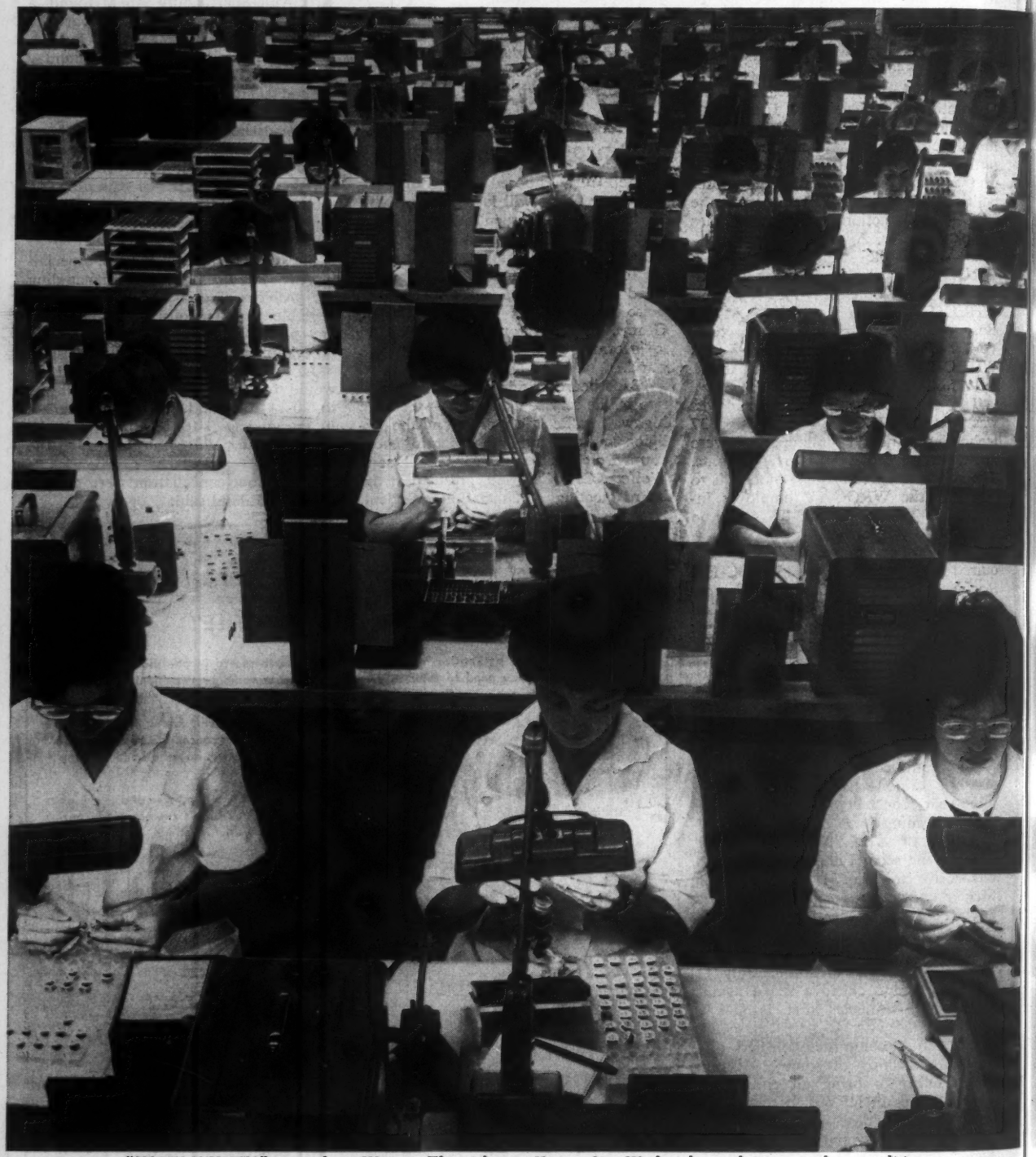
WESTERN ELECTRIC AND



"SNOW WHITES" are girls at Western Electric's new Kansas City Works who work in super-clean conditions to produce miniature electronic products for the Bell Telephone System to the most exacting specifications. The girls you see are assembling mounts for electron tubes which will be used in Bell System telephone amplifiers.

KANSAS CITY

Known as the "Gateway to the Southwest" — fast-growing Kansas City offered an ideal location for Western Electric's new manufacturing plant, where electronic parts and equipment are now being manufactured for the Bell Telephone System.

An electronically-triggered dynamite explosion signalled the start of construction on April 28th, 1960, at the 340-acre site in Lee's Summit, just outside Kansas City, Missouri.

Eventually, there will be some 5000 employees at the new plant, receiving an estimated payroll of $25 million annually — all playing important roles in the production of a wide variety of communications products for the Bell Telephone System. These include transistors, electronic tubes, switchboard lamps, and complex carrier equipment capable of transmitting a TV program and hundreds of telephone calls over a single channel.

Western Electric has been warmly welcomed by our neighbors in the Kansas City area. In return, it's our hope that the new jobs we are creating here, the resulting new business for local merchants and suppliers, and the taxes we pay will contribute to the future progress of this vital area.

A WARM WELCOME was expressed by Roy Roberts, President and General Manager of the Kansas City Star, when he said, "Kansas Citians are delighted to have W.E. expand their operations here. Western's employees are already proving that they're good citizens as well as good workers."

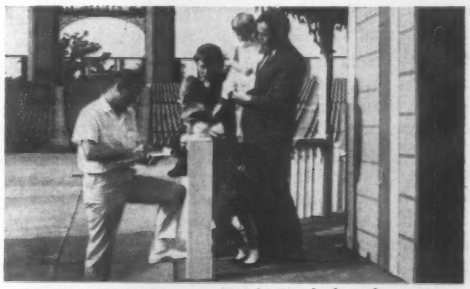
Besides Kansas City, Western Electric has 12 other principal manufacturing locations, where we make hundreds of different products for the Bell System and for the Government, mainly for defense. Last year we purchased over a billion dollars' worth of raw materials, products and services from our nearly 40,000 suppliers located in every State of the Union. Of these, 90% are "small businesses." The things we make and buy are distributed to the Bell Telephone companies through Western Electric distribution centers in 33 cities.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

AUTOMATIC FEATURES of a copper coating machine are pointed out by John Hoover, Vice President of the Summit Engineering Co., to L. G. Swenson, a visiting W.E. buyer. Summit is one of many local businesses that supply parts, tools, and machinery to the Kansas City manufacturing plant.

OVER 30 ACRES of well-organized working areas are housed in three buildings at Western Electric's new Kansas City Works. The building in the center is for administration and service — the other two for manufacturing electronic communications equipment for the Bell System.



ON STAGE at Kansas City's Starlight Theatre are Western Electric training leader Lou Wells and his family. Lou, like many other employees at W.E., is active in community life. Above, set and lighting designer Phillipe de Rosier explains his work to the Wellses—Lou, wife Flo, Susan, Randy, and Debbie.

MACFADDEN FINANCES

Proposed merger with Bartell explained in filing at SEC

Macfadden Publications, which intends to merge with Bartell Broadcasting Corp., last week filed with the Securities & Exchange Commission to register $5.3 million in debentures due in 1971 and some 200,000 shares of common stock. The interest rate on the debentures will be supplied by amendment.

Macfadden publishes pulp and slick magazines and pocket books and recently acquired Process Lithographers Inc. If the FCC approves its merger with Bartell, the broadcasting firm will be entitled to vote slightly more than 50% of the capital stock of the company for a period of five years. Gerald A. Bartell will be president and board chairman.

Bartell stations are WOKY Milwaukee, WADO New York, KYA San Francisco and KCBQ San Francisco.

The broadcasting company showed an income of $2,476,935 for the year ended June 30, 1961, as against $3,139,300 the prior fiscal year. Its operating loss was $613,085 for 1961 but the company showed a net profit of $338,031 because of the $1-million-plus sale of WAKE Atlanta and WYDE Birmingham, Ala. In the 1960 period, the operating loss was $288,609 and the net loss $262,795. Bartell attributed the 1961 operating loss to a decline of advertising revenue during the period it changed the format of WADO to Italian, Spanish and Negro specialty programming and to "a general business recession affecting advertising revenue."

The registration statement revealed that the purchasers of WAKE and WYDE (a group headed by Ira Herbert and Bernice Judis) have brought suit for $650,000 in the New York Supreme Court against the Bartell brothers for "alleged misrepresentation and material nondisclosures in connection with certain financial data relative to the sold stations that allegedly were furnished to the plaintiffs."

Pay-Tv Interests ▪ On March 30 Macfadden bought 5% of Teleglobe Pay-Tv System Inc. for $50,000. The system proposes to send separate audio and video signals (unscrambled), the former to be transmitted from the tv station over telephone-type wires directly to subscribers' homes. The system is as yet untested but the tentative test market is Denver. Demonstrations of the system are planned for Curacao and the Netherlands Antilles.

Macfadden has agreed to advance Teleglobe $50,000 to prepare for its test. If the FCC approves a full-scale test, Macfadden will put up another $300,000. Teleglobe, in exchange for granting Macfadden an exclusive 49-year franchise, will receive one-third of the stock of a corporation Macfadden will form to finance the pay-tv venture as well as 5% of gross receipts in royalties subject to annual minimum royalty of $25,000 commencing the second year after the FCC approves. On Sept. 29 Macfadden purchased an additional 5% of Teleglobe for $50,000 with an option to buy 20% more on a rising scale for each year of the three-year option.

Three of the four Bartell brothers are officers of Macfadden: Gerald A., president and board chairman at an annual salary of $65,000 in addition to benefits and stock options; Lee B., secretary-treasurer ($45,000 salary); Melvin Bartell, a director. Rosa Bartell Evans, their sister, and her husband are also directors. The Bartell family will own 37.6% of Macfadden Publications when the stock issue takes effect. David B. Bartell owns stock but is not an officer or director.

New officers were installed Sept. 30 at the windup of the Radio-Television News Directors meeting in Washington. Seated (l to r): William G. Garry, WBBM-TV Chicago, first vice president; Richard Cheverton, WOOD-AM-TV Washington, president; Bert Cannings, CFCF Montreal, tv vice president. Standing: Ed Ryan, WTOP-AM-TV Washington, radio vice president; Lee F. White, KROS Clinton, Iowa, treasurer.

Minow asked to get in swim

FCC Chairman Newton Minow was invited Oct. 5 by the Georgia Assn. of Broadcasters to "roll up his sleeves" and engage in a grass-roots inspection of broadcasting stations. GAB's president, H. Randolph Holder, WGAU Athens, wrote Chairman Minow to invite him to Georgia for a personal inspection and observation tour of Georgia stations at work. Chairman Minow has praised the recent Southeast Radio-Tv Seminar held Sept. 15 at Atlanta (BROADCASTING, Sept. 18).

Murrow calls for mature news judgment

Edward R. Murrow, U. S. Information Agency director and former CBS newsman, had some somber advice for his former colleagues at the closing session of the Radio-Television News Directors Assn. meeting held Sept. 27-30 in Washington (BROADCASTING, Oct. 2). Speaking at the Sept. 30 dinner he warned RTNDA that in the coming months the United States is approaching a time when its fortitude and steadiness "will be tested as never before."

He told his listeners they must have more information about government policy and purpose, "for the responsibility that rests upon you is greater than that which has burdened communicators at any time in the long history of communications." The speed of radio and television communications, he added, "represents a hazard and puts a premium upon restraint, coolness and mature judgment."

The coming months will be dangerous and nerve-racking, he said, yet events will be covered by newsmen with a freedom of expression "that is known in no other country."

He told his listeners the relative youth of their media is no excuse for their shortcomings—an excuse he said he felt has been given too frequently. "You have the power and therefore you have the responsibility," he said.

He said he wasn't pleading for conformity or uncritical acceptance of administration policies. "But I do suggest that there isn't going to be any need in the coming months for anyone to hop-up his copy or to exaggerate the importance of events," he said.

Dolph 'optimistic' about NFL '62 pact

A CBS-TV spokesman said last week he believes a new package television contract can be negotiated with the National Football League for the 1962 season.

Jack Dolph, sports director for the network, made the statement following President Kennedy's action in signing into law a bill permitting professional sports leagues to enter into pooled television arrangements with the networks.

The new law is a direct result of a federal court's action last July in voiding an NFL-CBS-TV contract as a violation of the antitrust laws (BROADCASTING, July 24). Under the pact, CBS would have televised all of the league's games this season and next, paying each team about $660,000.

Mr. Dolph said that contract was invalidated by the court, but added he is "optimistic" about the possibility a new arrangement can be reached with the league for next season. This season's NFL games are being televised under provisions of 1960 contracts. CBS is televising the games of 11 of the teams, NBC two, and Sports Network one.

Congress passed the new sports bill, which exempts sports package tv contracts from the antitrust laws, largely at the urging of the NFL. The league argued that if such arrangements are not permitted, the networks would not purchase the television rights of the weaker teams.

This, the league said, would deprive many fans of the opportunity of watching their home teams' road games, weaken the clubs' financial positions, and endanger the existence of the league itself.

KOLN-TV adds satellite in Grand Island, Neb.

KGIN-TV Grand Island, Neb., went on the air Oct. 1 as a satellite of KOLN-TV Lincoln, Neb. The new station will pick up the KOLN-TV signal via a two-leg microwave hop and re-transmit the programs over ch. 11. The new station is licensed to Cornhusker Television Corp., subsidiary of the Fetzer Stations. It is a CBS affiliate.

A. James Ebel, vice president and general manager of KOLN-TV, will assume similar positions at KGIN-TV in addition to his current responsibilities. Bob Schnuelle will be the operations manager.

Fetzer Stations are WKZO-AM-TV Kalamazoo, WJEF-AM-FM Grand Rapids, WWTV (TV) Cadillac, all Michigan, and KOLN-TV.

KXTV asks NLRB ballot in dispute with NABET

KXTV (TV) Sacramento, Calif., a Corinthian station, has petitioned the National Labor Relations Board office at San Francisco for an election to determine the status of union representation at the station. The station has challenged the National Assn. of Broadcast Employes & Technicians to show it is entitled to represent any KXTV employes. NABET members struck Sept. 26, 1960, at KXTV. During the past year NLRB twice has denied the union's charges of unfair practices.

NLRB has ordered an election at KOIL Omaha for employes who appear before the microphone, including announcer-technicians, to vote on representation by the American Federation of Television & Radio Artists.

NLRB granted a CBS Inc. request to withdraw a complaint against the International Brotherhood of Electrical Workers. The complaint was dismissed after the U. S. Supreme Court ruled the NLRB Act requires the board to decide jurisdictional disputes on their merits.

NLRB certified an election in which employes of WISN-TV Milwaukee voted 9 to 1 for representation by AFTRA.

*KLZ radio a FORMULA STATION?
SURE . . . KLZ has a formula that will deliver a punch that will make your sales campaign a champion! Plenty of roadwark with the best music . . . a left hook with top CBS presentations . . . solid footwork with national and local news coverage . . . and that right uppercut that means a knockout . . . Salesmanship! If your sales picture is on the ropes . . . challenge KLZ's "Party Line" with Starr Yelland, who is known and respected by thousands of listeners in the KLZ area as "Mr. Radio" himself. His "Party Line" show, heard from 8:05 to 9:00 pm nightly, is an audience participation presentation with both Starr's and his caller's voice going out over the air.
Advertisers have found that when Starr Yelland recommends a product, sales increase! So . . . let Starr Yelland get in the ring for you with his sounding board of public opinion show . . . "Party Line" . . . on KLZ Radio.
KLZ radio
Represented by Katz Agency
560 · CBS IN DENVER

COMMUNITY PROJECT

WJZ-TV program to stir interest in local problems

Over 500 civic and political leaders took part Oct. 2 in the opening of a media-community campaign to modernize the facilities and government of the Baltimore metropolitan area. The conference was held at Johns Hopkins U. under auspices of WJZ-TV Baltimore and the Greater Baltimore Committee.

Focal Point, a bi- weekly tv series designed to stir local interest in community problems starts Oct. 12, 8-8:30 p.m. Community viewer groups will observe the program, hold discussions of the issues and then communicate their conclusions, questions and comments to those involved in the metropolitan development project. By this means the Westinghouse Broadcasting Co. station expects to demonstrate how public affairs broadcasting can provide measurable results.

Donald H. McGannon, WBC president, told the conference WJZ-TV hopes to involve "the largest possible segment of our population in the problems that concern them as people and the city and other governmental subdivisions." He said the challenge is "to shorten the distance and the time lag between the recognition of the problems and their solution." He added the project gives mass media the chance to inform and stimulate people to action .

FCC Commissioner Frederick W. Ford emphasized the role of radio and tv in the undertaking. "Electronic journalism will be of great assistance," he said, adding that "other mass media have not paid much attention to this project." He recalled the FCC has been placing strong emphasis on public-affairs programming. Baltimore newspapers have practically ignored this community-wide effort to modernize the metropolitan area.

Mr. McGannon invited all media—radio, television, newspapers, magazines —to join the campaign. He said, "There is no room for competitive attitudes when dealing in the public interest."

Five-hundred participants in the WJZ-TV Baltimore media-community project were fed in three huge tents despite rain. At entrance to tents on Johns Hopkins U. campus were these panelists and speakers (l to r): Robert B. Hobbs, chairman, Greater Baltimore Committee; J. Harold Grady, Baltimore mayor; Donald H. McGannon, president, Westinghouse Broadcasting Co.; Sen. Harrison A. Williams Jr. (D-N.J.); Sam Levenson, comedian; Christian H. Kahl, county executive, Baltimore county; Frank W. Wilde, president, board of commissioners, Anne Arundel County.

Speakers at the conference included Sam Levenson, comedian; Dr. Robert C. Weaver, administrator of the Federal Housing & Home Finance Agency; Allan A. Lamport, former mayor of Toronto, Ont., where a metropolitan government system is operating; J. Harold Grady, Baltimore mayor; John H. Muller, vice president of Equitable Life Assurance Society, and representatives of community and civic interests. WJZ-TV broadcast segments of the conference as did WITH-FM Baltimore, and WASH (FM) Washington.

Storer to retire shares

Storer Broadcasting Co. announced last week it has concluded negotiations to purchase 37,500 shares of Storer Class B common stock from the estate of the late J. Harold Ryan, senior vice president and director of the company, who died June 6. The company said it intends to hold the shares, amounting to about 1.5% of outstanding stock, in its treasury. The price paid for these shares was not available.

Niven says 98 colleges offer radio-tv courses

Courses in radio-tv leading to one or more degrees, were offered by 98 colleges and universities for 1960-61, according to the sixth annual report by Harold Niven, U. of Washington communications school.

The survey showed that another 72 schools offer work in broadcasting but without a degree program. One school offers only a masters degree.

Mr. Niven found that in the 97 schools which offered an undergraduate degree, 2,618 junior and senior students majored in broadcasting, 391 fewer than reported the year before. A total of 50 schools had 489 students who studied for a master's degree, 67 more than a year ago. There were 121 graduate students, the same number as a year ago, studying for a doctoral degree with an emphasis or major area in broadcasting. They were studying at 15 universities.

The scholastic work in broadcasting is offered in 12 departments, led by speech and followed by radio-tv, speech-drama and communications. Only nine journalism schools offered courses leading to bachelor degree. The number of undergraduate majors was 26, the median 20. A total of 602 teachers of broadcasting was reported by the 170 schools surveyed.

COLOR PROGRAMMING 63% AHEAD OF LAST YEAR!

This year, there'll be 655 more hours of Color programming than last year. The big move to Color TV is on. Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Plaza, New York 20, New York, Tel: CO 5-5900

Mobil

"Whoa!...spell it Mobil"

Every newsman likes to be right. That's why we want to make it easy for you to spell and pronounce our company's name correctly—Socony Mobil Oil Company, Inc.

Not like that town down in Alabama . . . not like those modernistic decorations . . . not like what they make in Detroit—but like *Mobil* (rhymes with global.)

Who cares if Mobil is spelled right or wrong? Well, those fellows on the copy desk with a passion for accuracy*, plus:

The . . . . . 30,000 U.S. Mobil dealers
Our . . . . . 2,800 U.S. distributors
Our . . . . . 64,000 employees
Our . . . . . 231,000 shareholders
Our . . . 4,500,000 credit card holders
Our . . . . . 53,000 royalty-interest owners

plus dealers, distributors, and customers in more than 100 other countries of the world where Mobil products are sold.

* To be accurate, please remember there's no hyphen between Socony and Mobil.

Mobil

SOCONY MOBIL OIL COMPANY, INC.
150 E. 42nd St., New York 17, N. Y.

and its operating divisions:
Mobil Oil Company
Mobil International Oil Company
Mobil Petroleum Company
Mobil Chemical Company

Networks at impasse on 'children's hour'

ABC-TV PULLS OUT TO DEVELOP OWN PROGRAMS

The early-evening pause in the tv day's occupation, which FCC Chairman Newton N. Minow wants to be known as a children's hour, at this point would seem at least a year away from realization—and then only in partial form.

That's the way it looked late last week as ABC-TV pulled out of a three-network deliberation and announced it would go it alone with the development of a cultural children's program for the 1962-63 season.

The heads of the three tv networks had their discussions last week in response to Mr. Minow's suggestion made last month that they alternate in presenting quality children's shows in a specified one-hour time slot daily (BROADCASTING, Sept. 25). But the talks ended Oct. 3 when ABC-TV President Oliver Treyz announced the creation of a children's programming unit with instructions to develop a "top quality late afternoon program" for next season. To this end, producer Jules Power was appointed director of children's programming for the network, and put in charge of the project.

Almost immediately CBS-TV and NBC-TV issued separate statements which in effect said that ABC-TV's decision to act independently had made unnecessary any further meetings among the networks.

NBC Statement ▪ NBC-TV said in part: "NBC will continue its development of additional programming . . . which has already resulted in the inclusion in the current season's schedule of such young people's information programs as *Update* and *1, 2, 3—Go!*

CBS-TV's announcement mentioned "further development" of cultural and educational programs, and added the network "is currently programming a very substantial number of hours of direct value to young audiences." *Captain Kangaroo,* which is on the network for an hour daily, six days a week, was cited as an example of good children's fare now being presented. The network also referred to its newly announced schedule of New York Philharmonic and young people's concerts in prime evening time (see page 91).

It was freely speculated that ABC-TV's decision to act on its own was influenced by its possession of a programming "ace"—the *Discovery* program concept, or as one broadcaster put it: "ABC already has a good kid's series worked out. Why should it share the credit and prestige with the other networks?"

Earlier this year, the network had heralded the coming of *Discovery* as a "new concept in tv programming for children," and promised it "will plumb the world around us and present an infinite variety of entertaining and informative subjects for young viewers."

Not Eough ▪ But the program, which was to start Oct. 2, as a 30-minute, five-day-a-week, late-afternoon series, never made it on the air. It was dropped because not enough of the network's affiliates cleared time for it to satisfy the prospective sponsors (BROADCASTING, Aug. 14). (Mr. Minow pointed to this failure to clear in his speech on children's programming).

Jules Power, who heads a tv packaging company (Jules Power Productions), created *Discovery* for ABC-TV. With Mr. Power now within the ABC organization, the network once more has the opportunity to program the series. At one point, CBS-TV was seeking his services (CLOSED CIRCUIT, Oct. 2).

The indications are strong that ABC-TV will eventually program either the *Discovery* show as it was to be presented this season, or a very reasonable facsimile. Because the series is being developed as a daily program, it's doubtful that it will reach the air before October 1962.

Giraud Chester, ABC-TV's daytime programming vice president, said last week that Mr. Power would be working on the development of "several" children's projects. He indicated that some of them might be ready for presentation before next season.

Offical Films latest to offer stock to public

Another film producer-distributor has joined the half-dozen offering stock to the public in the past six-months—Official Films, New York, which handles such tv series as *Peter Gunn, Mr. Lucky, Yancy Derringer* and *Adventures of Robin Hood.*

The company filed with the Securities & Exchange Commission to register 232,086 outstanding shares of common stock to be offered to the public by the present holders from time to time either over-the-counter at prevailing market price or through private sale at negotiated prices. The statement also includes 65,000 shares to be offered by certain officers of Official upon exercise of stock options. President Seymour Reed will sell all his common stock currently held, 35,000 shares.

Official has 25 tv series, mostly half-hour programs, which it acquired by financing or co-financing production and thereby gaining proprietary interest and distributing rights. Ten other series are distributed by Official. On the first group the company gets between a minimum 22½% to 100% of gross receipts; on the second group, it gets 35%.

Sales of tv series amounted to $1,380,722 for the year ended June 30, 1961 with net profit of $237,854 or 10¢ per share of common stock. This compares with $1,002,940 in 1960 sales and a net loss of $691,031 equalling 30c loss per share.

Scranton Corp. finds buy for Roach studio

The trustees of the Scranton Corp. last week petitioned the federal bankruptcy court in Scranton, Pa., to be allowed to sell the Hal Roach Studios in Culver City, Calif., for $2.1 million to Wenrob Inc. Jack L. Rau, Santa Monica, Calif., financier, is president of the proposed purchaser. Lou Snader, program packager and distributor, worked out the details of the deal for Wenrob to take over the Roach properties of more than 14 acres plus the studio and office buildings, according to Henry Jensen, of the Los Angeles law firm of Ball, Hunt & Hart, California representatives of the trustees.

Scranton Corp., which went into bankruptcy in 1959, after the collapse of the involved financial structure built by Alexander L. Guterma, then head of the Scranton organization, is sole owner of Hal Roach Studios, acquired by Mr. Guterma along with the Mutual Broadcasting System in a diversification program. (Mutual later was acquired by the Minnesota Mining & Manufacturing Co.) The Wenrob offer, Mr. Jensen reported, calls for a cash payment of $210,000 and the balance to become due nine months from the date of the contract. The court, Mr. Jensen said, will set a hearing on the Scranton Corp. proposal, probably within the next 60 days, and at that time presumably will approve the sale either to Wenrob or to a higher bidder, should one appear in the interim.

'Monitor' format changed

NBC Radio implemented a change in its *Monitor* weekend service format yesterday (Oct. 8), placing a three-hour segment of news and news features in the Sunday, 7-10 p.m. time periods.

This segment will be presented each Sunday by NBC News correspondent Frank McGee and will be devoted to late-breaking news, analyses in depth and human interest stories.

and now there are two!

At last you have a choice when you buy video recording tape. The new one is called Emitape. It was developed in the United Kingdom by EMI, pioneer and developer of the world's first public TV system. It has been proven in tens of thousands of actual telecasting hours. It was most enthusiastically received at the recent NAB Show. The rigid quality control maintained throughout the Emitape manufacturing process assures you of excellent wearing qualities, edge straightness, signal-to-noise ratio and recording performance.

Dropouts average no more than 20 per minute, including defects of less than 6db amplitude modulation depth, and a time duration of under a few microseconds. Head wear is considerably reduced with Emitape. With most equipment a minimum head life of 150 hours can be expected. Audio head stacks show negligible wear after 500 hours of service. Tape life is also long. The average figure is 100-150 passes.

But get all the facts. Write, wire or call EMI/US Magnetic Tape Division. Los Angeles: 1750 North Vine Street, HOllywood 2-4909. New York City: 317 West 44th Street, CIrcle 5-3400. (Also available, from the new General Communications Division of EMI/US: a complete line of TV cameras, solid state distribution and switching equipment.) **Emitape**

An open letter to Newton N. Minow

C. Laury Botthof, *President and Publisher*

STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function

5201 OLD ORCHARD ROAD, SKOKIE, ILLINOIS • JUniper 3-1333 • YOrktown 6-8500

October 5, 1961

You will be interested, Mr. Minow,

. . . because of your public expressions on the attitude of Broadcasters toward their responsibilities, in a report of our experiences.

A year ago this month, SRDS embarked upon a program applying to advertising in its radio and TV editions. We called it "Truth in Advertising." At its heart was the stipulation that all rating claims be properly documented. We left no doubt as to our meaning, stating clearly that "this policy becomes a requisite for acceptance of advertising in SRDS."

We admitted the possibility of some unfavorable comment from the industry - even the loss of advertising contracts. The results, however, confirmed not only our belief in the correctness of the move, but the desire of the majority of persons in the broadcast field to conduct their business on a high, ethical plane.

Since the plan's inception, over 5300 radio and TV media advertisements in SRDS have been reviewed. Many ads have required checking against rating sources or directly with the stations involved. Cooperation has been outstanding. In fact, the tendency has been to welcome our suggestions as providing sounder support for selling claims.

In a sense, our advertisers voted their approval with dollars. Only one contract was lost to us in the past year because of the new policy - and this, we feel, was more than offset by the overwhelming acceptance of the majority, plus hundreds of unsolicited comments of approval from advertisers, agencies, representatives, and the rating services, themselves.

We're proud to tell this story. The demonstration of acceptance, as described, is proof to us of the industry's willingness to cooperate in a common cause – collectively and individually.

Cordially,

C. Laury Botthof

C. Laury Botthof
President

Mr. Newton N. Minow,
Chairman
Federal Communications
Commission
New Post Office Building
Washington 25, D.C.

More ratings for the new television season

A new batch of first ratings for the new tv season was being studied carefully last week at advertiser, agency, producer and network offices in New York and Hollywood. These were the overnight Arbitrons delivered by messenger the "morning after."

The National American Research Bureau Arbitron service started on Sept. 24, covering prime-time shows (certain weeks also will be devoted to daytime schedules). As the season progressed through September and into early October, still more new shows received their first overnight "scores" as did newly-made shows of continuing program series (BROADCASTING, Oct. 2).

FRIDAY Sept. 29, 1961	Rating	Audience share
7:30		
Matty's Funnies (ABC)	10.4	24.5%
*Rawhide (CBS)	17.5	43.3
International Showtime (NBC)	12.9	30.7
8:00		
Harrigan & Son (repeat) (ABC)	11.6	22.2
*Rawhide (CBS)	22.6	42.7
International Showtime (NBC)	16.1	29.6
8:30		
*Flintstones (ABC)	17.0	31.5
Route 66 (CBS)	18.8	34.0
†*Detectives (NBC)	15.4	28.1
9:00		
77 Sunset Strip (ABC)	14.9	27.9
Route 66 (CBS)	17.9	34.2
†*Detectives (NBC)	16.2	31.5
9:30		
77 Sunset Strip (ABC)	21.1	38.6
***Father of the Bride** (CBS)	13.2	24.9
†*Telephone Hour (NBC)	16.2	30.1
10:00		
***Target: Corruptors** (ABC)	14.3	29.4
Twilight Zone (CBS)	18.9	38.5
†*Telephone Hour (NBC)	12.5	25.9
10:30		
***Target: Corruptors** (ABC)	14.2	34.3
Eyewitness (CBS)	10.3	24.9
***Here and Now** (NBC)	13.0	29.6
SATURDAY Sept. 30, 1961		
7:30		
Ass'n Plot-Teheran—Part II (Special) (ABC)	5.9	12.4
Perry Mason (CBS)	24.9	48.3
†*Wells Fargo (NBC)	17.2	33.4
8:00		
Ass'n Plot-Teheran—Part II (Special) (ABC)	5.0	9.7
Perry Mason (CBS)	26.0	48.3
†*Wells Fargo (NBC)	18.6	35.2
8:30		
*Leave It To Beaver (ABC)	12.2	23.4
Defenders (CBS)	19.2	36.2
Tall Man (NBC)	17.9	33.4
9:30		
Lawrence Welk (ABC)	13.3	24.1
*Have Gun, Will Travel (CBS)	17.1	30.3
Saturday Night Movie (NBC)	22.4	39.6
10:00		
Fight of the Week (ABC)	9.5	16.8
†*Gunsmoke (CBS)	25.3	43.7
Saturday Night Movie (NBC)	20.0	34.7
10:30		
Fight of the Week (ABC)	10.2	18.3
*Gunsmoke (CBS)	23.9	43.9
Saturday Night Movie (NBC)	20.4	36.8
SUNDAY Oct. 1, 1961		
7:30		
Follow The Sun (ABC)	15.1	27.4
*Dennis The Menace (CBS)	19.2	33.5
Disney's World (NBC)	20.0	35.1
8:30		
*Lawman (ABC)	12.7	20.9
Ed Sullivan (CBS)	24.3	39.6
Car 54 (NBC)	23.4	38.0
9:00		
***Bus Stop** (ABC)	15.3	24.3
G. E. Theatre (CBS)	16.8	26.8
†Bonanza (NBC)	28.1	45.0
9:30		
***Bus Stop** (ABC)	15.3	26.7
Holiday Lodge (summer) (CBS)	9.0	15.8
†Bonanza (NBC)	28.9	49.9
10:00		
†*Adventures in Paradise (ABC)	14.1	27.2
*Candid Camera (CBS)	24.4	46.6
DuPont Show (NBC)	13.8	25.9
10:30		
†*Adventures in Paradise (ABC)	15.5	32.3
What's My Line (CBS)	20.0	41.5
DuPont Show (NBC)	10.4	21.4
MONDAY Oct. 2, 1961		
8:30		
*Rifleman (ABC)	19.8	31.9
Window On Main Street (CBS)	18.3	29.3
Price Is Right (NBC)	20.5	32.7
9:00		
†*Surfside 6 (ABC)	15.0	25.2
*Danny Thomas Show (CBS)	23.0	38.9
87th Precinct (NBC)	18.5	31.1
9:30		
†*Surfside 6 (ABC)	14.8	24.7
*Andy Griffith Show (CBS)	23.8	40.3
87th Precinct (NBC)	18.1	30.4
10:00		
***Ben Casey** (ABC)	14.4	26.6
Hennesey (CBS)	18.5	34.5
†Thriller (NBC)	19.1	35.2
TUESDAY Oct. 3, 1961		
7:30		
Bugs Bunny (ABC)	12.3	22.9
†***Marshall Dillon** (CBS) (Gunsmoke re-runs)	16.3	31.3
Laramie (NBC)	21.3	39.5
8:00		
†*Bachelor Father (ABC)	14.2	25.2
***Dick Van Dyke** (CBS)	14.1	24.6
Laramie (NBC)	24.1	42.4
8:30		
***Calvin & The Colonel** (ABC)	14.6	24.5
Dobie Gillis (CBS)	18.9	31.8
Alfred Hitchcock (NBC)	21.8	37.3
9:00		
***The New Breed** (ABC)	11.6	19.1
†Red Skelton (CBS)	24.9	41.5
Dick Powell Show (NBC)	21.3	35.0
9:30		
***The New Breed** (ABC)	13.6	23.8
Ichabod And Me (CBS)	17.2	30.4
Dick Powell Show (NBC)	22.7	40.2
10:00		
*Alcoa Presents (ABC)	10.2	19.0
Garry Moore (CBS)	21.9	40.8
Cain's Hundred (NBC)	15.9	29.5
WEDNESDAY Oct. 4, 1961		
7:30		
Steve Allen (ABC)	10.0	19.5
***Alvin Show** (CBS)	16.3	32.0
Wagon Train (NBC)	24.8	48.0
8:30		
Top Cat (ABC)	13.4	23.1
†*Checkmate (CBS)	17.2	29.7
Joey Bishop (NBC)	23.5	41.0
9:00		
*Hawaiian Eye (ABC)	16.0	25.9
†*Checkmate (CBS)	16.4	26.5
*Perry Como (NBC)	26.5	41.8
9:30		
*Hawaiian Eye (ABC)	16.5	28.2
***Mrs. G. Goes To College** (CBS)	11.9	20.8
*Perry Como (NBC)	25.6	44.5

New programs in boldface type.
†New time period for continuing series.
*Season premiere.

Maestro Lenny to get prime-time tv slots

Leonard Bernstein and the New York Philharmonic-Symphony Orchestra last week were graduated from tv's so-called "intellectual ghetto" to a prime-time slot on CBS-TV.

In announcing the switch this season from Sunday afternoons (as in past seasons) to a monthly position at 7:30-8:30 p.m. EST, James T. Aubrey Jr., CBS-TV president, said his network was grateful to Shell Oil Co. and Ford Motor Co (both through Kenyon & Eckhardt, New York) for their "co-operation" with CBS-TV in presenting these six hours of musical concerts at a new time (regular symphonic music and concerts for young people, probably alternating each show).

Mr. Aubrey noted the telecasts now would be seen at a time when the family, including children, can enjoy the music together. The announcement also came during a week when the networks appeared to be traveling their own road in any so-called Minow (children show) Plan (see story, page 86).

Although CBS didn't say so, it was apparent the concerts would not preempt the same show at each telecast performance. A glance at the schedule however, would seem to rule out only the Sunday night (Ed Sullivan is on 8-9 p.m.) as the logical time period for the music hour. CBS-TV also programs early-evening hour-long shows (but at 730-8:30 p.m.) on three other nights: Thursday—*Frontier Circus;* Friday—*Rawhide,* and Saturday—*Perry Mason.* On Mon.-Wed. the network feeds half-hour shows back to back between 7:30-8:30.

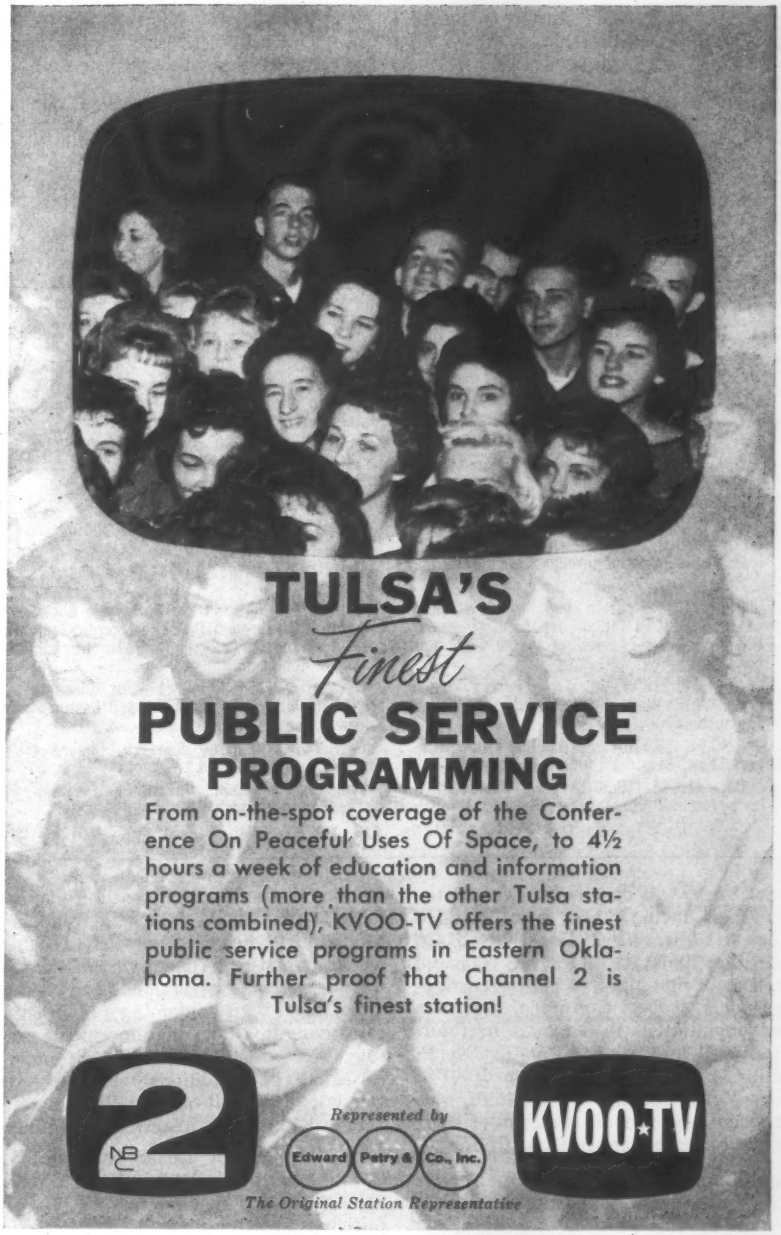
The Philharmonic last week, meanwhile, was in the throes of a strike begun Oct. 2 by the more than 100 members of the orchestra against the management. The Philharmonic announced suspension of concerts until further notice.

Program notes...

NBC purchases specials ▪ NBC-TV has purchased two entertainment documentary specials, "Biography of a Movie" and "Birth of a Broadway Musical," produced by Wolper Productions, for broadcast next spring on the *Du-Pont Show of the Week* series.

Tv news educates ▪ CBS Films Inc. and Hemisphere Reports Inc. have a long-term agreement wherein Hemisphere will produce, for in-school showing, a series of educational films using material available in the CBS News film library. Hemisphere will produce current events films and distribute them through local sponsors to secondary schools.

Historical series ▪ Cinema-Vue Corp.,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From on-the-spot coverage of the Conference On Peaceful Uses Of Space, to 4½ hours a week of education and information programs (more than the other Tulsa stations combined), KVOO-TV offers the finest public service programs in Eastern Oklahoma. Further proof that Channel 2 is Tulsa's finest station!
NBC 2
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The Original Station Representative
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FULL-LENGTH FEATURE FILMS ON COLOR TV

This season, "Saturday Night at the Movies" will bring to the Color Television screen such color film classics as "There's No Business Like Show Business" and "Halls of Montezuma." No wonder everybody's moving up to Color. What about you? Get the full Color picture from: W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900

ON RADIO

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

Oct. 9-13, 16-18 (6-6:30 a.m.) **Continental Classroom,** Contemporary Mathematics.

Oct. 9-13, 16-18 (6:30-7 a.m.) **Continental Classroom,** American Government.

Oct. 9-13, 16-18 (10:30-11 a.m.) **Play Your Hunch,** part.

Oct. 9-13, 16-18 (11-11:30 a.m.) **The Price Is Right,** part.

Oct. 9-13, 16-18 (12:30-12:55 p.m.) **It Could Be You,** part.

Oct. 9-13, 16-18 (2-2:30 p.m.) **Jan Murray Show,** part.

Oct. 9-13, 16-18 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Oct. 9 (1:45 p.m. to conclusion) **World Series** (fifth game) Gillette through Maxon; Chrysler through Leo Burnett.

Oct. 9, 16 (8:30-9 p.m.) **The Price Is Right,** P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

Oct. 10, 17 (7:30-8:30 p.m.) **Laramie,** part.

Oct. 11, 12 (12:45 p.m. to conclusion) **World Series,** (sixth and seventh games, if needed), Gillette through Maxon; Chrysler through Leo Burnett.

Oct. 11, 18 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Oct. 11, 18 (10-10:30 p.m.) **The Bob Newhart Show,** Sealtest through N. W. Ayer.

Oct. 11, 18 (10:30-11 p.m.) **David Brinkley's Journal,** Douglas Fir Plywood through Cunningham & Walsh; Pittsburgh Plate Glass through BBDO.

Oct. 12 (10-11 p.m.) **Sing Along With Mitch,** R. J. Reynolds and Ballantine through William Esty; Buick through McCann-Erickson.

Oct. 13 (9:30-10:30 p.m.) **The Bell Telephone Hour,** The Bell System through N. W. Ayer.

Oct. 14 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.

Oct. 14 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Oct. 14 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Oct. 14 (4-5 p.m.) **All-Star Golf,** Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

Oct. 14 (7:30-8:30 p.m.) **Tales of Wells Fargo,** part.

Oct. 14 (9 p.m. to conclusion) **Saturday Night at the Movies,** part.

Oct. 15 (4:30-5 p.m.) **Patterns in Music,** sust.

Oct. 15 (6-6:30 p.m.) **Meet the Press,** co-op.

Oct. 15 (7-7:30 p.m.) **The Bullwinkle Show,** General Mills through Dancer-Fitzgerald-Sample; Ideal Toys and Beech-Nut Gum through Young & Rubicam.

Oct. 15 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color,** RCA and Eastman-Kodak through J. Walter Thompson.

Oct. 15 (9-10 p.m.) **Bonanza,** Chevrolet through Campbell-Ewald.

Oct. 15 (10-11 p.m.) **DuPont Show of the Week,** duPont through BBDO.

New York, will co-produce with Pathe News a documentary series entitled *They Made History*. Consisting of 26 half-hour films, the series will be based on lives of present or recent international leaders. Robert Considine, newsman and columnist, will serve as narrator. Sales will be handled by Joseph P. Smith, president of Cinema-Vue, in New York, and by Frank Smith, vice president and general manager of company's office in Canoga Park, Calif.

Opens on coast ▪ WCD Inc., New York producer of filmed tv commercials and other film services, has opened a west coast office and facilities under the supervision of Bob Carlisle Jr., producer and editor. Address: 780 Gower Ave., Hollywood 38, Calif. Telephone: Hollywood 3-3311.

Moves to MGM ▪ Filmways Inc., New York, is moving its west coast tv commercial operation to the Merto-Goldwyn-Mayer lot, where the full facilities of MGM will be used in the production, editing and post-production activities of the tv commercials division, according to Martin Ransohoff, Filmways board chairman. The division has been operating three separate units in Hollywood which will be consolidated at MGM within a month.

Driving tips ▪ A new approach to assist radio stations in serving the automobile listener has been introduced by the trucking industry. The American Trucking Assn. is making available free to radio stations a kit containing 111 practical driving tips. The announcements are suggestions on how to drive best under a variety of conditions. The project was tested last fall on four Washington area stations and received favorable acceptance.

Carolina shrine ▪ WSJS-TV Winston-Salem, N. C., documented the Naval festivities whereby the *U.S.S. North Carolina,* a World War II battleship, was turned over to the state for a war memorial shrine. Max Ulrich, news and community services director for the station, flew to Bayonne, N. J., filmed the proceedings, conducted a number of interviews and made it back to Winston-Salem in time to present a news special that same evening.

Telephones for teenagers ▪ The Bell Telephone System, as part of its coming phone promotion, will make available to its associated companies 60- and 20-second tv commercials and 30- and 60-second radio spots, to be placed locally as the associate companies see fit. The autumn promotion, prepared by N. W. Ayer & Son, New York, has its central theme "to each her own Princess," and encourages extension telephones for teenagers.

Two part documentary ▪ *The Balance of Terror,* a look at the spectre of nuclear war and mankind's chances of avoiding universal catastrophe, will be presented as a two-part series of *CBS Reports* on two Thursdays early in November (CBS-TV, 10-11 p.m. EST). Exact show dates for the programs have not been set.

Sign star ▪ Red Buttons has been signed to star in "Tippy Top," a musical play to be presented on *The General Electric Theater* later this year. *G.E. Theater* is seen on CBS-TV, Sundays (9-9:30 p.m. NYT).

Series complete ▪ Trans-Lux Tv Corp., N. Y., last week announced the 260th episode of the new *Felix The Cat* cartoons has just been delivered, and that the series is now completed. The show is currently being telecast in over 75 markets.

Joiners ▪ Seven stations have joined Radio Pulsebeat News, audio news agency. They are WJJD Chicago; KIXL Dallas; WMPS Memphis; WCOP Bostop; KOMA Oklahoma City; WCAO Baltimore, and WPLO Atlanta.

Stations offered films ▪ A special current events version of the public-affairs series, *Your Neighbor—The World,* is being offered to stations by Association Telefilms, N. Y. The series, which has played on more than 100 stations, is made up of films dealing with contemporary news happenings.

Harling cites effects of pay tv on exhibitors

What will the advent of pay tv mean to motion picture exhibitors? Last week Philip F. Harling, chairman of the Anti-Pay Tv Committee of Theatre Owners of America, told a convention of North and South Carolina exhibitors the blunt facts of a possible coming way of life:

First, he said, "your patronage, which you have struggled to retain and build these many years since free tv first hit you, will begin to dwindle in competition with living room theatres."

And that wouldn't be all, he warned. One day, pay tv will show a first-run picture, and then another and another.

"Now, brother, you're in real trouble," Mr. Harling said. He told the exhibitors that they would have to bid for new feature films, with pay tv steadily upping the bids. "The prices will get steeper and steeper, until you find yourself unable to meet the compe-

tition," Mr. Harling said. And where will that leave the exhibitor? "Right outside the door," he predicted.

The only survivors, Mr. Harling said, would be exhibitors with "deluxe wide-screen" theatres and an "established hard-ticket policy," or operators of plush drive-in theatres. He further predicted that the nation's 12,000 conventional theatres would be "cut down to a few thousand" in a short time, and the 4,500 drive-ins "will decimate to about half that number. This is inevitable he indicated, "if pay tv is able to show our product before we do."

The anti-pay tv spokesman asked the exhibitors to organize for an anti-pay tv campaign, and to contribute a total of $12,000 to a national defense fund of $240,000 needed to stem the advance of the new medium.

Project III gets rights to 'Johnny Dollar' for tv

Project III Enterprises, Hollywood, has acquired exclusive tv rights to the *Johnny Dollar* radio action-adventure series, it was announced last week. Rights to the series were purchased from CBS Radio, where the program has been broadcast since its debut in 1949.

Project III, an independent packager, plans to produce the series as a weekly half-hour entry for the 1962-63 season. MGM-TV will film and distribute the programs. This is in keeping with an agreement signed in June, which called for Project III to create and produce a total of three one-hour and three half-hour series for the movie company's tv arm (BROADCASTING, June 19).

Plans for the first two series in the agreement have already been announced. Included are *All That Jazz*, a situation comedy, and *The House of 7*, a drama-action show. The pilot film for *Johnny Dollar* is scheduled for November.

N.Y. teachers study tv course

WPIX (TV) New York, in cooperation with the New York City Board of Education, last Wednesday (Oct. 4), began a tv course designed to instruct about 4,000 city teachers on how to teach reading. Primarily for new teachers in the system, the program will be broadcast Wednesdays from 3 to 3:30 p.m.

The Board of Education announced that the course is part of an intensive program to remedy deficiencies in reading that were revealed last spring by Superintendent of Schools John J. Theobold. Teachers will watch the program in 150 schools and will participate in one-hour workshops after each tv lesson.

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Film sales...

Everglades (Ziv-UA): Sold to Household Finance Corp. for KRCA (TV) Los Angeles; Peoples Natural Gas Co. for WJAC-TV Johnstown, Pa.; Albers Supermarkets for WLEX-TV Lexington, Ky.; City Markets for KREX-TV Grand Junction, Colo. Also sold to WICD (TV) Danville, Ill.; WCHS-TV Charleston, W. Va.; WBTW (TV) Florence, S. C.; KNOX-TV Grand Forks, N. D., and KCND-TV Pembina, N. D. Now in 61 markets.

Ben Casey (ABC Films Inc.): Sold to Colgate-Palmolive Ltd. and Ford Motor Co. of Canada for CBHT (TV) Halifax; CBMT (TV) Montreal; CBOT (TV) Ottawa; CBLT (TV) Toronto; CBWT (TV) Winnipeg; CBXT (TV) Edmonton; CBUT (TV) Vancouver, and CHCT-TV Calgary. Also sold to CKSO-TV Sudbury; CKVR-TV Barrie; CKCO-TV Kitchener; CKCK-TV Regina; CFPL-TV London; CJON-TV St. John's, Newfoundland, and CHSJ-TV St. John, New Brunswick.

True Adventure: Sold to the Triangle stations; WFIL-TV Philadelphia, WNBF-TV Binghamton, N. Y., WNHC-TV New Haven, Conn., WFBG-TV Altoona, Pa., WLYH (TV) Lebanon Pa. and KFRE-TV Fresno, Calif. This brings sales of the color series to more than $150,000 in two weeks. Other purchasers include WPIX (TV) New York, WLWT (TV) Cincinnati, and KCOP (TV) Los Angeles.

Films of the 50's Vol. II (Seven Arts Associated): Sold to WJBK-TV Detroit. Now sold to 50 stations.

EQUIPMENT & ENGINEERING

Radar, uhf top IRE broadcasting meet

ENGINEERS REVIEW STEREO, VIDEO RECORDERS TOO

Engineers attending the broadcast symposium sponsored by the Professional Group on Broadcasting of the Institute of Radio Engineers in Washington last weekend heard a meteorologist urge the increased use of radar for weather-casting by tv stations, and a discussion of fundamentals for tv allocations for uhf and vhf.

These were among the highlights of the two-day meeting which also covered technical advances in video tape recorders, klystron tubes for uhf, the New York uhf experiment, and latest information on fm stereo.

New Radar ▪ The radar story was presented by Tony Sands, chief meteorologist for Crosley Broadcasting Co. Crosley finds radar so satisfactory for providing weather news to the audiences of its four midwest tv stations that it has ordered a new and more powerful one, Mr. Sands disclosed.

The newly-ordered radar, with a range of 300 miles—compared to Crosley's present 120-mile radar—is being installed at WLWT (TV) Cincinnati at a cost of $41,400. When it is in operation it will provide meteorological information for the whole area now served by WLWT, WLWC (TV) Columbus, WLWD (TV) Dayton, all Ohio, and WLWI (TV) Indianapolis. Crosley also has a radar at its WLWA (TV) Atlanta, Ga.

Mr. Sands heads a group of three meteorologists employed by the Crosley group. The WLW weather service originates 185 radio and 35 tv radar weather forecasts weekly.

In describing how Crosley uses its radar in conjunction with its weather service, Mr. Sands recommended the use of overlays of the area over the radar picture tube and the broadcasting of this picture directly over the air. Other popular methods, he explained, are (1) the use of two cameras, one carrying the geographic area map and the other the radar presentation and the superimposition of these for broadcast (there is a problem of alignment, he agreed), and (2) the superimposition of the radar screen over a black background so the weatherman can chalk in geographic landmarks.

Private Services ▪ Although the weathercasts at the Crosley stations pay their own way through sponsorships (Crosley spends almost $50,000 a year on its weather service), added income comes from special requests for private services, Mr. Sands told his audience. These come from building contractors, utilities companies, highway departments, private pilots and local industries. For two years, Crosley's weathermen have prepared exclusive weather forecasts for a transcontinental trucking firm. Even the U. S. Weather Bureau has called on the Crosley meteorologists for help.

The broadcasting industry is the ideal user of weather radar, Mr. Sands emphasized. It is the only medium whereby instantaneous warning can be delivered to the public.

To make most effective use of a weather warning service, Mr. Sands commented, (1) the radar installation must be kept at peak efficiency; (2) radar readings must be interpreted by trained and experienced meteorologists, and (3) warnings must be transmitted without delay.

The Decca radars used at Crosley operate in the "S" band (5,200-10,000 mc). The new Decca MK41-11A system uses an antenna about 14 feet wide, with a .6° horizontal beam width and a 2.8° vertical beam width to the half power points. The antenna can be tilted to a vertical angle of 30°, Mr. Sands said.

Uhf Discussion ▪ Engineers who attended the two-day symposium also heard:

▪ Dr. George R. Town, Iowa State U., and Dr. William L. Hughes, Oklahoma State U., discuss the critical technical factors to be considered in formulating a uhf or vhf tv allocations plan (wave propagation, receiver noise figure, receiving antennas, interference and transmitter power). A consideration of these factors leads to the conclusion that the service provided by the 70 uhf channels is far less than what the ratio to the 12 vhf channels suggests. Vhf service may be increased by the use of directional antennas; uhf service by the development of satisfactory on-channel boosters.

▪ Arnold Skrivseth, FCC supervisor of the New York uhf test summarized the project just now beginning. The experiment, backed by a $2 million grant from Congress for this purpose,

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is a test of uhf in New York to determine the technical and economic feasibility of using this band to provide satisfactory tv service to large cities with special emphasis on the canyon areas of such cities. R. W. Masters, Melpar Inc., spoke about the New York uhf antennas atop the Empire State Building.

▪ George M. W. Badger, Eitel-McCullough Inc., described his experience with American klystron tubes in German uhf transmission systems.

COLOR INTEREST UP

RCA executive credits fall network schedule

Consumer interest in color television has risen sharply since the beginning of the increased fall network color programming schedule, Raymond W. Saxon, marketing vice president, RCA Sales Corp., said last week.

He based his comments on the results of a survey conducted among RCA distributors and dealers. "Further proof in the surge of interest in color television," he added, "is the fact our distributor-to-dealer sales since Labor Day have been running about 105% ahead of the same period last year."

Burns' Report ▪ The week before, RCA President John L. Burns told newsmen in Chicago that since the introduction of RCA's new color line in June, dealer orders have almost doubled over the previous year.

Chicago, New York and Los Angeles currently are running nip and tuck in color set sales and leading the other major markets of the country, Mr. Burns said, with Los Angeles currently running first. W. W. Watts, RCA group executive vice president, noted that the lead position changes almost week by week among the first three markets.

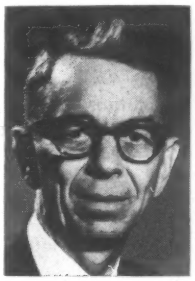
Mr. Burns said the RCA color tv production lines are operating at high capacity and with more back orders "than at any time in the seven year history of color tv." He observed that at the end of 1960 RCA Victor dollar sales were greater for color than for black and white. He predicted a $4.3 billion market for color tv in 1970 in terms of receiver equipment, sales, service and broadcasting.

"Color television is the only major new consumer durable on the market today," Mr. Burns said. "It is a prime example of a new frontier and can be the sparkplug that will lead the country in getting the 'soaring sixties' off the ground." RCA's consumer entertainment business will continue to account for the major single share of RCA sales and revenue over the future, he said, even though the company has been growing rapidly in other electronic fields including defense.

The RCA president said he was delighted to see "so many important companies" come into the color market and felt "there is room and growth enough for all in this new field." As a good corporate citizen, he said, RCA will do all in its power "to promote the progress of the industry as a whole." He added, however, RCA intends "to compete vigorously for our full share of the color market with every ounce of energy we possess."

Mr. Burns saluted WGN-TV Chicago for its heavy schedule of weekly color-casts and active promotion of color, along with NBC-TV-owned WNBQ (TV) there.

Helt award winner



James H. Greenwood, chief engineer of WRYT-AM-FM and WTAE (TV) Pittsburgh, received the Scott Helt Award of the Professional Group on Broadcasting of the Institute of Radio Engineers. The award, made at the Broadcasting Symposium in Washington last weekend, was for Mr. Greenwood's paper on "Future Possibilities for Film Room Mechanization," published in the August 1960 issue of *IRE Transactions on Broadcasting.*

Technical topics...

Re-broadcast receiver ▪ The Dynatech Corp., Miami, has announced the development of a new high-gain television re-broadcast receiver, said to nearly triple the effective receiving distance of a tv station. Designated TVR-1, the receiver is expected to prove especially beneficial to the catv systems by matching the distribution network of any catv system to the receiver itself. The TVR-1 will handle both color and black-and-white telecasts. Further information may be obtained from the company: 471 N.E. 79th St., Miami, Fla.

New name ▪ Allied Radio Corp., Chicago, announced that the name of its west coast industrial subsidiary, Electronic Supply Corp., Pasadena, Calif., will be changed to Allied Radio of Cali-

It's as simple as this: If you broadcast music, you can get exactly the records you need from Record Source, Inc.

RSI now has *nine different* services—each developed to meet a specific programming need. They feature over 60 different labels, including all the majors. They come singles or albums; monaural or stereo. They carry a satisfaction-or-money-back guarantee, plus low, low price tags.

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RECORD SOURCE, INC.
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fornia Inc., effective immediately. L. M. Burchett, formely manager of the corporation's Chicago area retail stores, has been appointed general manager of the California subsidiary.

Government contract ▪ Allied Record Co., division of Precision Radiation Instruments Inc., Los Angeles, has been awarded an estimated $1 million contract to perform all recording, processing and pressing of radio transcriptions for all U. S. government agencies.

Ampex appoints C&W for all advertising

▪ Ampex Corp., Redwood City, Calif., has appointed Cunningham & Walsh, San Francisco as advertising agency for all of its divisions and subsidiaries, in a move to consolidate its advertising, now handled by five agencies. The C & W appointment is effective next Jan. 1, for all domestic divisions of Ampex, and next May 1 for the company's international marketing operations. Currently McCann-Erickson, San Francisco, handles advertising for Ampex consumer audio products and international sales; Boland Assoc., San Francisco, for instrumentation and professional audio products; Carson/Roberts, Los Angeles, for computer products; Hal Lawrence, Palo Alto, for segments of audio products and pre-recorded tapes, and McCann-Marshalk, Atlanta, for industrial and consumer tape products.

The appointment of C&W was announced by Charles A. Black, manager of the new marketing services division of Ampex, with responsibility for all advertising, promotion, publicity and public relations activities of the company. The advertising budget for fiscal 1962 is not set, but expenditure for all divisions now is about $400,000.

RCA stereo sales

More fm stations are converting to fm stereo broadcasting, RCA reported last week. C. H. Colledge, vice president and general manager, RCA broadcast and television equipment division, said that 11 fm stations in the U.S. have bought RCA stereo generator equipment to produce stereocasts, and more than 25 other stations have ordered the equipment. Mr. Colledge also announced that CFRB-FM Toronto had started stereo broadcasts using an RCA generator, and indicated that at least six other Canadian fm stations were expected to install the RCA equipment before year's end.

FATES & FORTUNES

BROADCAST ADVERTISING

Robert Angelus, associate general products manager, Colgate-Palmolive Co., New York, joins Ted Bates & Co., that city, as vp and account supervisor on Brown & Williamson Tobacco Corp. account.

Martin A. Devine, vp, Compton Adv., New York, joins Warwick & Legler, that city, as vp and account executive on drug group account. **Peter A. Krug,** account executive on U.S. Steel account, BBDO, New York, joins tv programming production staff at W&L.

Raymon M. Wall, vp of Waldie & Briggs, Chicago advertising agency, appointed pr director. Mr. Wall had previously served as account supervisor for agency.

Clark L. Dozer appointed sales manager for Taylor-Jessop Adv., Akron, after serving 12 years as station manager of WCMW Canton, both Ohio. Prior to that, he was sales manager of WMRN Marion, Ohio.

Mr. Drake

Mr. Fleming

Mr. Metcalf

Herbert G. Drake, C. James Fleming Jr., and **John Metcalf** elected members of board of directors of Ted Bates & Co. Mr. Drake, senior vp and account group head, joined agency in 1956 as vp and account executive. He formerly was account executive with J. Walter Thompson Co. Mr. Fleming, also senior vp and account group head, came to Bates in 1960 from Compton Adv., where he served as executive vp. Mr. Metcalf is joint managing director of Hobson, Bates & Partners Ltd., London, Bates' European division. Election fills vacancies which had existed on board of directors. Included among other members of board are: Theodore L. Bates, honorary chairman; Rosser Reeves, chairman; and Rudolph Montgelas, president.

Mitchell Streicker, director of marketing services, Post & Morr, Chicago, promoted to new post of vp in charge of marketing, research and media.

Maurice Bowers, formerly with Erwin Wasey, Ruthrauff & Ryan, joins Fuller & Smith & Ross, Los Angeles, as media buyer, Mr. Bowers succeeds **Al Iftiger,** who was called to active duty in Air National Guard.

Bert Fink, formerly head of Bert Fink & Assoc., has joined Cleary-Strauss-Irwin & Goodman, Los Angeles pr firm, as vp.

Robert Fiore, art director on Esquire Socks, WABC New York, joins Papert, Koenig & Lois, that city, in similar capacity.

Bill Adler, account executive for new business, Kenyon & Eckhardt, New York, joins Smith/Greenland, that city, as account supervisor.

Robert J. McDonald, previously account supervisor at McCann-Erickson, Chicago, to Knox Reeves, Minneapolis, as account manager.

Jack L. Matthews, account executive at Clinton E. Frank agency, Chicago, promoted to account supervisor.

Richard Berger, account executive, Daniel & Charles, New York, joins Smith/Greenland, that city, in similar capacity on Dulaney Foods, Wallace & Co. and Downyflake accounts. **Janet Schlesinger,** private secretary, promoted to assistant account executive to Doug

KRAFT BUYS COLOR TV FOR THE FIFTH STRAIGHT YEAR

Kraft knows from experience that Color commercials sell. What Color does for Kraft it could do for your product, too. Get the full Color TV story today. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Plaza, New York 20, New York, Tel: CO 5-5900

Warren, account supervisor and vp on Downyflake account.

Mr. Burke

Edmund Burke, vp and account supervisor on Falstaff beer, Simoniz and Minute Maid accounts at Dancer-Fitzgerald-Sample, New York, joins BBDO, that city, as vp and management supervisor. Mr. Burke will supervise F. & M. Schaefer Brewing Co. account.

Frederick D. Montgomery, former account executive with Needham, Louis & Brorby, Chicago, to account group of Leo Burnett Co. there. **Gilbert P. Goetz,** previously account executive with Klau-Van Pietersom-Dunlap, Milwaukee, joins Burnett as account executive.

Bernard Gross, executive vp, Edward H. Weiss & Co., Chicago, named by Gov. Otto Kerner to membership on 15-man Illinois Council of Economic Advisors.

Ted Joyce, publisher of *Fairways* magazine, joins John B. Hickox Adv., Cleveland, as account executive. Mr. Joyce will be concerned with pr, publicity and account management.

Henry Humphrey, formerly with Cunningham & Walsh, New York, joins Doherty, Clifford, Steers & Shenfield, that city, as account executive.

Mr. Jacoby

Robert Jacoby, in account management on Sterling Drug, at Compton Adv., New York, named vp. He joined Compton in 1954 as associate research director; was made assistant account executive on Gleem toothpaste account in December 1957, and then was made account manager on Sterling Drug account.

Thomas H. Shands, account executive and senior writer at McCarty Co., Los Angeles, joins Davis, Johnson, Anderson & Colombatto, Los Angeles, as copy chief.

Gabriel Berner, sales analyst, Pepsi Cola Co., New York, joins Lennen & Newell, that city, as market research project director. **Louis Schatz,** formerly with Oxtoby-Smith, motivational research firm, New York, and **Tony Siciliano,** who was with Benton & Bowles, named creative research project directors at L&N.

Bernard Schlossman, media buyer on Tide and Crest accounts, Benton & Bowles, New York, joins media department, Papert, Koenig, Lois, that city.

Donald Dietz, formerly with Fletcher Richards, Calkins & Holden, New York, joins Lambert & Feasley, that city, as copywriter in Phillips Petroleum Co. copy group.

J. Duff Reed, vp of Sorin-Hall, Washington advertising and pr firm, elected president. Formerly, he served as senior account executive with Larrabee Assoc., that city.

Marion Lock, formerly copywriter at Chas. A. Lilienfeld Adv., Chicago, joins copy department of Garfield, Hoffman & Conner, San Francisco. Miss Lock was previously associated with Beaumont & Hohman, Chicago.

Mr. Shepard

H. W. Shepard, for 11 years with NBC and RCA, most recently in color tv sales development management, joins Edward H. Weiss & Co., Chicago, as vp and account supervisor on Helene Curtis account. **Edward A. (Ted) Atwood,** formerly in industrial advertising, to Weiss as associate account supervisor. **Robert E. Immen,** formerly with Simoniz Co., and **Harry Crosswell,** previously head of his own Texas bottling plant, join agency as account executives. New to Weiss copy staff are **Dennis Altman,** formerly with Doyle Dane Bernbach, and **Wendell S. Abern,** previously with Buchen Adv. **Richard Klaner** joins Weiss as art director.

James E. Braunworth, personnel services division, Kenyon & Eckhardt, New York, appointed employment manager.

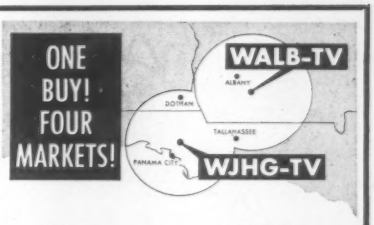
Stanley Rogers, creative director at McCann-Marschalk, Boston, joins creative staff of Fuller & Smith & Ross, Pittsburgh.

Leonard Unger and **Judy Fallon** join Wermen & Schorr, Philadelphia advertising agency. Mr. Unger, named assistant radio-tv production director, had held similar post with ABC in Hollywood. Miss Fallon, named to radio-tv traffic department, had been with Albert Frank, Guenther Law Adv., Philadelphia.

MEDIA

Jayne Swain, former manager of WAKE Atlanta, named general manager of KYA San Francisco, replacing **Bill Nichols,** resigned.

E. Jonny Graff, president and general manager, WNTA-AM-FM New York, additionally appointed general manager of WNTA-TV succeeding **Henry S. White,** who joined Filmex Inc., that



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One buy, one bill, one clearance delivers four market areas with a combined population of 1,230,700 and 211,290 TV Homes! WALB-TV and WJHG-TV dominate this area!

WALB-TV
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Albany, Ga.

WJHG-TV
Ch. 7
Panama City, Fla.

GRAY TELEVISION, INC.
Raymond E. Carow, General Manager

Represented nationally by Venard, Rintoul, McConnell, Inc. In the South by James S. Ayers Company.

We'd like to be the cream in Doug Humm's Coffee

Dear Doug: Your copywriters at Charles W. Hoyt insist that since your client's coffee is better black, it's better every way.

The logic is crushing.

So is our logic at WHIH. We maintain that if you want to talk up coffee in the Tidewater, you'd best tell your story over a radio station that people really listen to.

WHIH, for example . . . where the news is hot, the music cool and the public service programming grown-up and important.

Granted, we're the newest station down here, hence temporarily embarrassed for case histories as long as your arm. But we're also the *freshest* station. And after all, Mr. Humm, isn't that the name of the game? Would you have your coffee or your commercials (or your media) any other way?

WHIH
FORMERLY WLOW
TIDEWATER, VIRGINIA
AN ELLIOT STATION
Representatives: Avery-Knodel

MONEY TALKS
—but what does it say?

If you eavesdrop in the business-paper field, you'll find the circulation dollars saying to the publisher: the man who sent me in *wants* your publication.

For parting with money in exchange for a businesspaper is more than just sweet sorrow—it's proof that the one who parts sets a definite, ascertainable value on the publication.

And, carried to the next logical step, it's an affirmation to the advertiser that the readers are meeting him at least half way.

A lot of very good businesspapers believe this is an important consideration. In fact, by having their circulations audited by the ABC, they voluntarily lay their books open to the scrutiny of interested outsiders and, in a very real sense, invite—and obtain—customer supervision of one of the most vital phases of their businesses.

If you could hold a quiet conversation with your advertising dollars, we think you'd hear a good many of them saying they'd feel a lot safer about the mission you're sending them on if they carried this kind of insurance.

The plus value of paid circulation is "wantedness"

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING is the only publication in its field qualifying for ABC and ABP membership

city, as vp. Mr. Graff had been vp in charge of national sales for films syndications division of NTA, and previously was radio writer and producer at Donahue & Coe, New York from 1943-1946.

Thomas A. Dooley, account executive, Adam Young Inc., New York, named eastern sales manager. Mr. Dooley was administrative assistant to vp in charge of advertising, Whitehall Pharmacal Co. **Dell Simpson,** manager, Young-TV, St. Louis, named radio sales manager, San Francisco. He is succeeded by **John M. Walker,** manager, Daren F. McGavren Co., St. Louis. **John Fenwick,** sales staff, WNBC-TV New York, joins tv sales staff of Young-TV, that city. Mr. Fenwick succeeds **Roger Sheldon** who transfers to Chicago office as manager. Other appointments include: **Lee Redfield,** radio salesman in charge of Piladelphia, Baltimore and Wash., D. C., also will cover tv division; **George Yonan,** sales staff, ABC, Chicago, joins radio sales staff, Adam Young Inc., that city; **James (Ted) Brew,** media supervisor, BBDO, New York, named to radio sales staff in New York, and **Millard F. Ewing,** station manager, KPRO Riverside, Calif,. joins Los Angeles office in radio-tv sale capacity.

Jack Steck, former director of WFIL-AM-FM Philadelphia operations, named to newly created post of director of talent and program development for WFIL-AM-FM-TV. **John J. Hyland,** publicity director, appointed director of advertising and promotion for WFIL stations, succeeding **Macey I. Schaffer. Robert E. Klose,** air personality at WFIL, assumes additional duties as acting program director.

Murray Gross, director of sales development for Television Bureau of Advertising since 1958, appointed director of advertising for Metromedia Inc., New York. He has been with TvB since 1957.

Edwin P. Howell named program editor, assuming responsibility for direction of all program operations at KITN Olympia and KITI Centralia-Chehalis, both Washington.

Joseph J. DiBuono, tv producer, BBDO, New York, joins NBC Telesales, that city, as producer-salesman.

James G. Babb Jr., regional sales manager of WBT Charlotte, N. C., promoted to sales manager.

David W. Salisbury named general manager of WROK Rockford, Ill., succeeding **Joseph B. Kirby,** resigned. **Maurice P. Owens** appointed assistant manager.

Doug Seigal, formerly account executive and air personality at WCVS Springfield, Ill., appointed assistant manager of WCVS.

Jim Scott, staff announcer for WNYC New York, named production head.

Mr. Jones

Thomas B. Jones, program director of WNBF Binghamton, N. Y., named executive program manager of WFIL-AM-FM-TV Philadelphia, effective Oct. 30. He had been assistant to president of Gross Telecasting, operator of WJIM-AM-FM-TV Lansing, Mich., before joining WNBF in 1960.

Ray Baker, general sales manager of KOGO-AM-FM San Diego, joins KITT (FM), that city, as vp. Before joining KOGO four years ago, he had spent 10 years with KOMO-AM-FM-TV Seattle.

Robert O. Franklin appointed general manager of WAKY Louisville, Ky. Mr. Franklin joined station in 1960 as commercial manager.

Sheldon Van Dolen named general manager of WBFM (FM) New York. He had previously served with Blair, ABC and McCann-Erickson.

Warren Earl, advertising and promotion director of KFI Los Angeles, appointed director of advertising for Crowell-Collier Broadcasting Corp. (KFWB Hollywood [where he will make his headquarters], KEWB San Francisco and KDWB Minneapolis-St. Paul). He succeeds **Allen A. Arthur,** who resigned to open his own advertising-publicity office.

Hal Phillips, operations director of KHJ-TV Los Angeles, appointed to similar position with Don Lee division of RKO General.

John Young, formerly with NBC, Henry Jaffe Enterprises and California Studios, joins KTTV (TV) Los Angeles as controller.

GENERAL
BROADCAST EXECUTIVE

Ownership, management, administration background. Well connected at high industry level. Very familiar with radio/tv operations major and medium markets. Midwest, southwest and west.
Desire permanent important connection with group, agency or associated business.
Salary range approximately $15,000.
Reply to Box 4124, "Broadcasting" in complete confidence.

Richard Woodies, account executive at WNHC-TV New Haven, Conn., named account executive for WBZ Boston. Prior to joining WNHC-TV, Mr. Woodies was branch manager of Henry I. Christal Co., Boston, and later transferred to the New York office as account executive.

Bruce Houston, chief buyer at Arthur Meyerhoff Agency, Chicago, joins Gill-Perna, that city, as account executive.

Grady Berry joins WQXI Atlanta as account executive. He formerly served as secretary-treasurer of Cummings Enterprises, Washington, Ga.

John Hummer, formerly account executive at KEWB Oakland, Calif., joins KFRC San Francisco in similar capacity.

Mr. Barrett

John R. Barrett, formerly assistant manager of WKBW Buffalo, N. Y., appointed general manager of KRLA Pasadena, Calif. Mr. Barrett has served as program director of WTIX New Orleans, and WHB Kansas City.

Jack Barton named account executive at KING Seattle. **Ray Court** joins KING as air personality.

James F. Mullen, formerly with WFBL Syracuse, N.Y., sales staff, named account executive at WQSR, that city. Previously, Mr. Mullen had served for 20 years in former *Syracuse Herald* display advertising department.

Jack Beauchamp, account executive, Television Advertising Representatives, New York, joins tv sales staff, The Katz Agency, that city.

Jack F. A. Flynn, account executive, sales staff, WPIX (TV) New York, appointed national sales and business manager, sales department.

Robert M. Adams, director of promotion of WTOP-TV Washington, elected president of local chapter of Academy of Television Arts & Sciences. **Ellis Shook,** production director of WTTG (TV), and **Jim Silman,** production director of WTOP-TV, elected first and second vps, respectively.

Philip Waterman appointed local and regional sales manager of KTUL-TV Tulsa, Okla. Original news release (BROADCASTING, Sept. 18) erroneously designated Mr. Waterman as sales manager.

Howard A. Jorgensen named sales manager of KCPX Salt Lake City, while at present serving as acting radio manager. Prior to joining KCPX, he served as account executive at KWIC, that city.

William J. McNicol Jr., member of WOR New York sales staff, appointed assistant sales manager.

Bill Huddy, news and sports editor of KEYT (TV) Santa Barbara, Calif., named to newly created post of director of news and public affairs. **Mary Ann Casey,** program and traffic manager and women's news editor, appointed director of enlarged program department. Other appointments include **Carol Davis,** formerly on staff of CBS-TV press department, Los Angeles, named promotion manager; **Cherie Kaplun,** formerly with Harrington, Righter & Parsons, New York, appointed traffic manager; **Harvey Degering** named station's transmitter supervisor.

Mr. Craig

Frank Craig, national sales manager of WINZ Miami, appointed vp of Rand Broadcasting, owner and operator of WINZ. Mr. Craig joined station in 1959.

Ben Ashe, most recently Los Angeles exchange manager for National Screen Service, named director of video tape commercial sales of KCOP (TV) Los Angeles.

George E. Raybould, associate producer-director, KYW-TV Cleveland, joins WKNY Kingston, N. Y., as creative services director.

Cy Nelson, news director of WJJD Chicago, joins news staff of WOKY Milwaukee.

Vadim Gontzoff, producer and director, NBC-TV, Hollywood, joins WTFM (FM) New York as announcer. **Alexander Urban,** master of ceremonies of Polish-American programs, WHOM New York, and **Bernard Whitefield,**

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For these and related hazards you need our EXCESS POLICY to hold your loss upon any claim to whatever figure you choose to carry yourself — INSURANCE to cover the excess.

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New York, 107 William St · Chicago 175 W. Jackson · San Francisco 100 Bush St

supervisor, radio-tv department, Charles Sheldon Adv., Springfield, Mass., named staff announcers at WTFM.

PROGRAMMING

Robert E. Dressler, since 1954 with WNBQ (TV) Chicago, most recently production manager for sales and video recording, to Field Enterprises Educational Corp., Chicago, as director of radio-tv and film activities for pr department. Firm publishes World Book Encyclopedia and Childcraft books.

Herbert Sussan, formerly director of special programs for NBC, appointed to executive staff of Screen Gems, Hollywood.

Alton Whitehouse, district sales manager, Eastern Div., Independent Television Corp., succeeds **Bert Weiland** as eastern division sales manager. Mr. Whitehouse will have his office in Atlanta.

Fred Jochum, for 15 years producer-director with Wilding Inc., Chicago, and during past two years account executive with Allen, Gordon, Schroeppel & Redlich Film Studios there, to Atlas Film Corp., Oak Park, Ill., as account executive.

Crawford W. Hawkins Jr. joins staff of On Film Inc., Princeton, N.J., as project supervisor. He has been commercial reporter with Dun & Bradstreet and CBS.

Gerry Corwin, sales executive at NTA, appointed midwestern sales director of Television Enterprises Corp., Hollywood.

Norman Flicker named copyright and production counsel of International Telemeter Co., division of Paramount Pictures Corp., Hollywood.

Kenneth Flower, account executive, eastern sales staff, CBS Films, New York, assigned New York state and Pennsylvania territory. Other account executives assigned territories include: **Robert J. Kolb,** Connecticut, central New Jersey and eastern Pennsylvania; **James Monahan,** Washington, Maryland, and Delaware; **Victor Bikel,** Virginia and West Virginia, and **William Stynes,** western Pennsylvania and eastern Ohio.

Jerry Wechsler, account executive, United Artists Associated, Chicago, succeeds **John McCormick** as midwestern division sales manager. Mr. McCormick becomes assistant general sales manager for distributor in New York.

Robert J. Kinney, account executive at Robert Lawrence Productions, named commercial production coordinator of On Film Inc., Princeton, N. J.

GOVERNMENT

Paul Schrimpf, farm director of WEW St. Louis, named information specialist in Agriculture Stabilization and Conservation Services branch of U. S. Department of Agriculture, Washington.

INTERNATIONAL

Muriel Haynes, vp and associate creative director and head, radio-tv copy department, Compton Adv., N.Y., appointed tv consultant, Armstrong-Warden Ltd., London.

Norman Katz, vp in charge of foreign operations, Television Industries, New York, joins Seven Arts Associated, London, in similar capacity.

EQUIPMENT & ENGINEERING

M. L. Doelz, vp and general manager of Collins Radio Co.'s western division, named to board of directors, replacing **R. S. Gates,** who resigned his unexpired board post in June.

John Jip, manager of Ampex Data Products Co., Redwood City, Calif., and vp of Ampex Corp., promoted to vp-sales and general manager of newly formed sales and service division of Ampex Corp.

Gerald H. Reese, pr and sales promotion manager of Crush International, Evanston, Ill., makers of beverages, appointed coordinator of sales promotion, advertising and pr of Shure Brothers, Evanston high fidelity and electronic components manufacturer.

Vroman W. Riley assigned sales responsibility for RCA's microwave department, succeeding **R. J. Fichthorn** who has been transferred to department's national accounts group. Before joining RCA, Mr. Riley was midwest sales manager for Motorola Communications and Electronics.

Jack P. Langford appointed sales representative for General Electronic Laboratories, Cambridge, Mass., covering Kansas, Oklahoma, Missouri and Arkansas. Mr. Langford has served as chief engineer at KDMO Carthage, WMBH Joplin and KODE-AM-TV Joplin, all Missouri.

ALLIED FIELDS

Edward S. O'Neill joins law firm of Welch, Mott & Morgan, Washington, D. C.

DEATHS

Lloyd S. Quynn, 66, died Sept. 28 at his home in Laurel, Md. Mr. Quynn has been radio inspector with FCC prior to retirement last June.

J. Howard Johnson, 66, head of his own Los Angeles broadcast advertising agency and veteran radio-tv promotion man, died Sept. 29 in Los Angeles. In early 1920's he helped arrange broadcast of Los Angeles Philharmonic Orchestra on KHJ Los Angeles, reportedly first symphony broadcast in radio history.

Louis Goldstein, 61, vp of Hygo Television Films and for many years active in theatrical film distribution, died in Los Angeles Sept. 28.

William C. Brearly, 41, radio sales manager, George B. Hollingbery Co., New York, died Sept. 28 at his home in Englewood, N. J. He was previously executive in recording division of WOR New York.

Carlyle Stevens, 54, died Oct. 1 in Lake Forest, Ill. Mr. Stevens was continuity director of WGN-TV Chicago.

Clyde G. Wend, 59, died at Methodist Hospital, Indianapolis, on Oct. 2 after month's illness. Mr. Wend had been transmitter engineer of WIBC Indianapolis.

Herman S. Hymson, regional sales manager of WKLO Louisville, died Sept. 26 in Louisville, Ky.

ANOTHER COLOR TV PREMIÈRE

The Bullwinkle Show makes its Color debut this season. General Mills and Ideal Toys are the sponsors. Learn today why more and more shows and sponsors are moving up to Color. Contact W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Plaza, New York 20, New York, Tel: CO 5-5900

Nationwide tour helps promotion of 'Top Cat'

To promote its new cartoon series, *Top Cat,* which began on ABC-TV this season (Wed., 8:30-9 p.m. EDT), Screen Gems sent the show's "star performers" on a personal appearance tour of local stations around the country—traveling by air express.

Gene Plotnick, SG's public relations director, and Arnold Carr of Hanna-Barbera, producers of *Top Cat,* devised a five-minute script in which Top Cat and Benny the Ball talk with the local emcees by way of a record with open spaces for the personality's comments.

At the same time, Messrs. Plotnick and Carr ordered a set of costume-replicas of the cartoon characters sent to the station with the recordings.

The "act" has played at ABC-TV affiliate stations in nine markets since Aug. 15, including Chicago, Detroit, St. Louis, Philadelphia, Baltimore, Washington, D. C., Boston, Cleveland, and Milwaukee. Now that the promotion is over, the *Top Cat* costumes will be used for retail store and fair appearances.

Surprise winner for contest

There's no telling what to expect when an unheralded team like Cincinnati fights its way into the World Series. Take the contest conducted by WKAZ Charleston, W. Va., for instance.

WKAZ, which originates the Reds' games in Charleston, decided to enter the pennant tension by selecting Cincinnati's greatest rooter in a "Root the Reds Home" contest.

Station officials were surprised when the winner turned out to be D. Denzil Finney, a disc jockey at WCHS Charleston, and arch-rival of WKAZ disc jockey Bob Turley, who conducted the contest. Mr. Turley appeared on Mr. Finney's program to present him the award.

Talks his way to Mexico

Because of his ability to write about conversation radio, Raymond R. Morgan Jr., vice president of Walker Saussy Adv., Hollywood, is the winner of KABC Los Angeles' Talk Your Way to Mexico contest conducted among west coast agency personnel.

Mr. Morgan's prize, for giving his reasons in 50 words or less, why conversation radio has been successful in Los Angeles, is a two-week vacation in Mexico for two.

Runners-up, all receiving transistor clock radios are: Robert J. Forestal, McNaughton-Laub; Charles J. Neugebauer, J. M. Straus & Co.; Stan Ross, Wade Adv.; Ted Sally, Ted Sally Co.; J. H. Fishman, Milton Weinberg Inc.; Ruth Johnson, Milton Carlson Co.; Joe Karbo, Humphrey & Karbo; and Joel Douglas, Joel Douglas Adv., all Los Angeles, and Bob Matthes, Cunningham & Walsh, and Lou Rolle, BBDO, San Francisco.

Gold in 'Kelo-Land'

Mrs. Floyd Carlon of Sioux Falls, S. D., holds certificate entitling her to $10,000 in cash for winning the Centennial Gold Rush contest conducted by KELO-TV Sioux Falls. More than 5,000 persons dug for "gold" worth varying amounts in cash in merchandise in the event that was held recently as part of the Dakota Territory Centennial. Gov. Archie Gubbrud of South Dakota holds Mrs. Carlon's shovel as Joe Floyd, president of Midcontinent Broadcasting Co., operator of KELO-TV and sponsor of the Gold Rush, presented the certificate to the winner.

WWJ's bingo parties

To stimulate retention of the key sales points in its newest slide film presentation for agency and advertiser executives, WWJ Detroit has devised a "bingo" type game to be played immediately following the showing. Sales points such as "total radio," "award winning news," "marketer mailings" and "387,000 listeners average cum" are used instead of numbers in the bingo card positions. Prizes are awarded. Game was idea of WWJ's assistant general manager, Don DeGroot. The presentation was made in New York Oct. 2-3, Chicago Sept. 29, and will be made in Detroit Oct. 23. WWJ representative is Peters-Griffin-Woodward.

WFBM turns from speed to antique auto parades

The symbol of speed often associated with Indianapolis because of the famed Memorial Day 500 mile race held there each year also has a nostalgic side—and it has nothing to do with speed.

Under the auspices of WFBM-AM-TV Indianapolis and the Veteran Motor Car Club of America, the fall season is the time for the annual Antique Auto Tour, an event designed strictly for fun.

Among the entries this year were: a 1935 Graham, a 1934 Rolls Royce, a 1932 Auburn, a 1930 Duesenberg, a 1929 Marmon, a 1928 Stutz, a 1926 Gardner, a 1918 Haynes, a 1914 Maxwell, a 1914 Empire, a 1913 Hupmobile, a 1912 Winton, a 1912 Overland, a 1911 Oakland and a 1905 Reo.

To keep the tour manageable, participation was limited to 125 cars, which are split into six flights. In all, about 350 men, women and children took part, many of them wearing gay costumes.

Unlike the Memorial Day racers, who cover 500 miles in less than four hours, the Antique Car drivers cover about

150 miles in two days. The route varies each year but the festivities do not. On Saturday evening the tour arrived at one of the state's larger cities for a banquet and festivities. Sunday morning prizes were awarded for the oldest car, the oldest couple, the best costumes and many others.

WFBM-TV carried four telecasts of the proceedings, two Saturday and two Sunday. The station estimates that the event was witnessed by more than one million persons on the air and 100,000 along the route.

WIIC (TV) promotes via radio

WIIC (TV) Pittsburgh is turning to radio to promote its new fall programming with one-quarter sponsorship of the U. of Pittsburgh football games on a 16-station radio network.

The following stations comprise the network: WWSW Pittsburgh; WNCC Barnesboro; WBVP Beaver Falls; WISR Butler; WCVI Connellsville; WHJB Greensburg; WJAC Johnstown; WACB Kittanning; WMGW Meadville; WKST New Castle; WPIC Sharon; WVSC Somerset; WMBS Uniontown; WJPA Washington; WANB Waynesburg; WNAE Warren, all Pennsylvania. WNAE will carry only the last three games of the schedule.

Drumbeats...

'Flintstones' in comics ▪ A daily comic-strip version of ABC-TV's weekly animated series, *The Flintstones* (Fri. 8:30-9 p. m.), started last week in more than 100 newspapers. The strip was licensed to the McClure Newspaper Syndicate by Screen Gems Inc. on a royalty basis. Hanna-Barbera Studios, Hollywood, which produces the tv series for Screen Gems, also prepares the newspaper strip.

CHUM bus ▪ School holidays lasted two weeks longer than usual for some 76 Vaughn Township pupils until CHUM Toronto stepped in. Parents kept the children out of school because of a dispute with the school board over bus transportation. The parents felt it was too dangerous to send the children on a daily two-mile walk along a three-lane, 50-mile-an-hour highway to the school. CHUM ended the hostilities by providing the bus for the children.

Hole in One contest ▪ WPRO Providence, R. I., earned nearly $1,500 for the Rhode Island League for Emotionally Disturbed Children with its first annual Hole in One Tournament. Some 3,000 people, spurred on by civic spirit and various prizes donated by WPRO, paid fifty cents each for three cracks at a hole in one. The tournament lasted six days.

Swap ▪ The Western Broadcasting Co. (KBMN Bozeman, KCAP Helena, KGVO Missoula and KURL Billings, all Montana) has started an intra-station publication called *Swap*, to be published each month. *Swap* features various activities of the personnel at the four stations, a report on the parent organization and editorials.

WGN's fall promo ▪ WGN Chicago is launching an all-media promotion of its new fall schedule estimated at more than $100,000. The promotion, built around the single, graphic figure 9 (the station's channel number in Chicago), was prepared by Foote, Cone & Belding, Chicago, in connection with WGN's promotion department. The teaser campaign utilizes billboards, newspapers, television spots and sky-writing.

Openers ▪ CTV Television Network Ltd., Toronto, sent letter openers to advertisers and agencies to mark its opening broadcasts. The plastic letter opener with CTV Big City Television on the handle was sent in a folder with the message "open up the markets with CTV . . . the major market network!"

Red coats ▪ CKWX Vancouver, B. C., had hostesses in distinctive red coats circulating through Brentwood Shopping Center during its grand opening in suburban Vancouver. The girls conducted a "search for knowledge" contest with prizes including the Encyclopaedia Britannica. There were also "CKWX Lucky Spots" with prizes to shoppers at these spots when stopped by station personnel. CKWX broadcast opening of shopping center from 9:30 a.m. to 5 p.m. continuously.

Highbrow IDs ▪ Photographs of featured exhibits at the Minneapolis Institute of Art and the Walker Art Center are being scheduled by WTCN-TV Minneapolis-St. Paul this fall and winter season as backgrounds for the station break ID slides. Audio portion first identifies WTCN-TV and then promotes the background exhibit, giving gallery information.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 28 through Oct. 4, and based on filings, authorizations and other actions of the FCC. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. •—educational. Ann.—Announced.

New tv stations

APPLICATIONS

Tuscaloosa, Ala.—Tv Bcstg. Circuits Inc. Uhf ch. 45 (656-662 mc); ERP 20.7 kw vis., 11.2 kw aur. Ant. height above average terrain 451.75 ft.; above ground 339.2 ft. Estimated construction cost $5,000; first year operating cost $140,000; revenue $150,000. P.O. address box 591, Tuscaloosa. Studio and trans. location east of Tuscaloosa. Geographic coordinates 33° 11′ 52″ N. lat., 87° 29′ 05″ W. long. Trans. RCA TTU-1B; ant. GE TY-25-E. Consulting engineer Claude M. Gray, Birmingham, Ala. Principals: **T. H. Todd** (24.3%), **Dr. Sam V. McCall** (12.5%), **C. H. Armstrong** (11.2%), **George O. Miller** (10%), **David A. Decker** (4.2%). **Mr. Todd** owns 26% of wholesale radio parts distribution business; Dr. McCall is dentist and owns 25% of development firm; Mr. Miller owns 40% of theater; Mr. Armstrong owns 52% of petroleum products distribution firm.

Sault Ste. Marie, Mich.—Fetzer Tv Inc. Vhf ch. 10 (192-198 mc); ERP 87.5 kw vis., 52.6 kw vis. Ant. height above average terrain 1,214 ft.; above ground 1,123 ft. Estimated construction cost $272,170; first year

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New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

operating cost $665,000; revenue $700,000. P.O. address 417 North Mitchell St., Cadillac, Mich. Studio and trans. location Goetzville, Mich. Geographic coordinates 46° 03′ 49″ N. lat., 84° 06′ 08″ W. long. Trans. RCA TT10-AH; ant. RCA TF-12-AH. Legal counsel Mallyck & Bernton, Washington, D. C.; consulting engineer Lohnes & Culver, Washington. **John E. Fetzer,** sole owner, owns WKZO-AM-TV Kalamazoo and WJEF-AM-FM Grand Rapids, both Michigan; KOLN-TV Lincoln, Neb., and 49% of WMBD-AM-FM-TV Peoria, Ill. Ann. Oct. 2.

Rochester, N. Y.—Flower City Tv Corp. Vhf ch. 13 (210-216 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 500 ft.; above ground 515 ft. Estimated construction cost $1,044,697; first year operating cost $1,000,000; revenue $1,200,000. P.O. address 45 Exchange St., Rochester 14. Studio location Rochester; trans. location Mendon, N. Y. Geographic coordinates 43° 00′ 25″ N. lat. 77° 32′ 15″ W. long. Trans. RCA TT-25-CH; ant. RCA TW-15A13-P. Legal counsel Pierson, Ball & Dowd, Washington, D. C.; consulting engineer May & Battison, Washington. Principals include: **James P. Wilmot, John L. Wehle, G. Bennett Larson, Gordon Auchincloss II, Louis A. Wehle** (each 8.88%) and 24 others. Mr. Wilmot has numerous real estate, construction, restaurant and motel interests; J. L. Wehle is president and stockholder in brewing firm; Mr. Auchincloss is radio-tv writer and producer; L. A. Wehle has beef-cattle, electrical, brewing and real estate interests. (Applicant requests STA to operate station pending final action on application.)

Syracuse, N. Y.—Syracuse Tv Inc. Vhf ch. 9 (186-192 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 1,000 ft., above ground 648 ft. Estimated construction cost $939,900; first year operating cost $1,312,200; revenue $1,324,200. P.O. address Box 1390, Collamer Rd., East Syracuse, N. Y. Studio location DeWitt, N. Y.; trans. location near Lafayette, N. Y. Geographic coordinates 42° 55′ 03″ N. lat., 76° 05′ 21″. Trans. GE TT-46-A; ant. GE TY-52-B2. Legal counsel Krieger & Jorgensen, Washington, D. C.; counsulting engineer Silliman, Moffet & Rohrer, Washington. Principals include: **Founders Corp.** (80%), **Macmillan Ring-Free Oil Co.** (20%). Majority stockholder of Founders Corp. is **John M. Shaheen** (53.6%), who has extensive petroleum interests. Founders Corp. owns WFBL Syracuse, WSMB New Orleans and KORL Honolulu.

Syracuse, N. Y.—Veterans Bcstg. Inc. Vhf ch. 9 (186-192 mc); ERP 100 kw vis., 50 kw aur. Ant. height above average terrain 1,000 ft., above ground 599 ft. Estimated construction cost $933,900; first year operating cost $1,050,000; revenue $1,450,000. P.O. address 17 Clinton Ave. S., Rochester, N. Y. Studio location Syracuse; trans. location near Pompey, N. Y. Geographic coordinates 42° 56′ 54″ N. lat., 76° 00′ 45″ W. long. Trans. GE TT-32-B; ant. GE TY-70-H. Legal counsel Spearman & Roberson, Washington, D. C.; consulting engineer Creutz & Snowberger, Washington. **Veterans Bcstg. Inc.** is licensee of WVET-AM-TV Rochester, N. Y.; majority stockholder in KTVE El Dorado, Ark., and assignee of WROC-FM-TV Rochester. (Applicant requests STA to operate station pending final action on application.)

Syracuse, N. Y.—WAGE Inc. Vhf ch. 9 (186-192 mc); ERP 79.6 kw vis., 39.8 kw aur. Ant. height above average terrain 1,516 ft.; above ground 961 ft. Estimated construction cost $2,286,000; first year operating cost $1,350,000; revenue $1,450,000. P.O. address Loew Theater Bldg., Syracuse 2. Studio location Syracuse; trans. location Pompey, N. Y. Geographic coordinates 42° 56′ 42″ N. lat., 76° 01′ 28″ W. long. Trans. RCA TT-11AH; ant. RCA TF-12AH-S. Legal counsel Dempsey & Koplovitz, Washington, D. C.; consulting engineer A. Earl Cullum Jr. & Assoc., Dallas, Tex. Principals include: **Frank G. Revoir** (80%), **Alexis N. Muench** (12%), and others. Mr. Revoir is president and majority stockholder of applicant corporation which is holding company; Mr. Muench is president and stockholder of three candle manufacturing firms, real estate firm, novelty firm, and has banking interests. (Applicant requests STA to operate station pending final action on application.)

Wilmington, N. C.—Cape Fear Telecasting Inc. Vhf ch. 3 (60-66 mc); ERP 16.3 kw vis., 8.32 kw aur. Ant. height above average terrain 261.3 ft.; above ground 281 ft. Estimated construction cost $122,290.49; first year operating cost $280,500; revenue $310,000. P.O. address c/o W. G. Broadfoot Jr., Murchison Bldg., Wilmington. Studio location Wilmington; trans. location Wilmington. Geographic coordinates 34° 14′ 13.5″ N. lat., 77° 56′ 58″ W. long. Trans. Gates BT5C; ant. Jampro JATV 34/L/. Legal counsel Smith & Pepper, Washington, D. C.; consulting engineer Creutz & Snowberger, Washington. Principals: **William G. Broadfoot Jr., Elvin Linwood White, Percy Robinson Smith Jr.** (each one-third). Mr. Broadfoot owns one-third of commercial property management firm, one-third of vending machine business, 30% of real estate firm and 20% of bowling alley; Mr. Smith owns 37.5% of automobile business, one-third of development firm and 25% of real estate firm; Mr. White owns 41.7% of real estate and investment firm. Ann. Oct. 2.

Existing tv stations

ACTION BY FCC

KOPR-TV ch. 6, Butte, Mont.—Waived Sec. 3.613 of rules and granted application to change trans. site to immediately north of city ERP to vis. 26.3 kw, aur. 13.2 kw, ant. height to 490 ft., and specify studio location at trans. site. Action Sept. 27.

New am stations

ACTIONS BY BROADCAST BUREAU

Thomaston, Ga.—Alfred A. Britt. Granted 1500 kc, 1 kw D. P.O. address 324 East Lee St., Thomaston, Ga. Estimated construction cost $12,648, first year operating cost $25,000, revenue $35,000. Applicant owns fertilizer company. Action Oct. 3.

Makawao, Hawaii—Eugene G. Panissidi. Granted 1310 kc; 1 kw unl. P.O. address 1042 E. Walnut Ave., Burbank, Calif. Estimated construction cost $14,701.15; first year operating cost $36,000; revenue $48,000. **Eugene Panissidi,** sole owner, owns 40% of station DYDR Cebu City, Philippine Islands, and one-third of aircraft electronics sales and service business. Action Oct. 3.

Existing am stations

APPLICATIONS

WJAZ Albany, Ga.—Cp to change hours of operation from D to unl. using power of 1 kw, 5 kw-LS, make changes in DA system (add one tower) and change from DA-D to DA-2. Ann. Oct. 3.

WPKE Pikesville, Ky.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Sept. 28.

WSTA Charlotte Amalie, V. I.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Oct. 2.

New fm stations

APPLICATIONS

Huntsville, Ala.—Smith Bcstg. Inc. 103.3 mc; 10 kw. Ant. height above average terrain seven ft. P.O. address box 986, Huntsville. Estimated construction cost $11,800; first year operating cost $24,000; revenue $36,000. Principals: **M. Davidson Smith III** (98%); **K. H. Jones. Elizabeth Jones Smith** (each 1%). Mr. Smith owns 98% of WAAY Huntsville, 51% of WNUE Fort Walton Beach, Fla.; Mr. Jones is stockholder; Mrs. Smith owns 1% of WAAY and 25% of WNUE. Ann. Oct. 2.

Albany, Ga.—Albany Bcstg. Co. 104.5 mc; 24.75 kw. Ant. height above average terrain 141 ft. P.O. address box 838, Albany. Estimated construction cost $1,000 for installation of presently-owned equipment. **Albany Bcstg. Co.** is licensee of WGPC Albany. Ann. Sept. 28.

Harrisburg, Pa.—George Voron Co. 104.1 mc; 7 kw. Ant. height above average terrain 705 ft. P.O. address 1230 E. Mermaid Lane, Wyndmoor, Philadelphia 18, Pa. Estimated construction cost $36,000; first year operating cost $46,000; revenue $48,000. Principals: **George Voron, Abe J. Voron** (each 50%), who are equal partners in WQAL-FM Philadelphia, Pa. Ann. Sept. 29.

Grundy, Va.—Virginia-Kentucky Bcstg. Inc. 96.1 mc; 1 kw. Ant. height above average terrain 477 ft. P.O. address box V, Grundy. Estimated construction cost $9,780; first year operating cost $18,000; revenue $18,000. Principals: **Herman G. Dotson** (50%); **David B. Jordan** (25%); **Aubrey Garber,** (12.8%), **Elmo Mills** (12.2%), all of whom are stockholders in WNRG Grundy. Ann. Sept. 28.

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Existing fm stations

APPLICATIONS

***WIPR-FM San Juan, P. R.**—Cp to change frequency from 89.7 mc to 91.7 mc; increase ERP from 3.8 kw to 384 kw; increase ant. height above average terrain to 752 ft. and install new trans. Ann. Sept. 28.

KBLE(FM) Bellingham, Wash.—Cp to change frequency from 104.3 mc to 107.3 mc. Ann. Sept. 28.

Ownership changes

ACTIONS BY FCC

KGST Fresno, Calif.—Granted assignment of license to International Radio Inc. (Richard E. Ryan, president); consideration $281,000. One assignee stockholder, E. L. Barker, owns KLOK San Jose. Action Sept. 27.

KLEO Wichita, Kan.—Granted assignment of license to Swanco Bcstg. of Kansas Inc. (G. A. Bolas, president); consideration $365,000; stockholders are also stockholders, officers and directors of Swanco Bcstg. Inc. of New Mexico, and of KIOA Des Moines, Iowa. Action Sept. 27.

KQEO Albuquerque, N. M.—Granted assignment of license to Swanco Bcstg. Inc. of New Mexico (G. A. Bolas, president); consideration $300,000; stockholders are also stockholders of Swanco Bcstg. of Kansas Inc., and of KIOA Des Moines, Iowa. Action Sept. 27.

KOCO-TV, ch. 5, Enid, Okla.—Granted transfer of control from Caster-Robison Tele. Corp. to Capital City Investment Co. (John E. Kirkpatrick, president); consideration $1,376,320. Two assignee stockholders, Dean A. McGee and Gravce B. Keer have interest in WEEK-TV Peoria, WEEQ-TV LaSalle, both Illinois, and own approximately 42% of KVOO-TV Tulsa; one minority stockholder, J. M. Baisch, has interest in KGA Spokane, Wash., WREX-TV Rockford, Ill., and WHYZ-TV Duluth, Minn. Chmn. Minow and Comr. Bartley dissented. Action Sept. 27.

WFMZ(FM) Allentown, Pa.—Granted assignment of license to Franklin Bcstg. Co. (WFLN-AM-FM Philadelphia); consideration $18,000 plus payment to Raymond F. and Maribelle J. Kohn, 75% owners of station, of $5,000 per year for five years for agreement not to compete within service area of WFMZ(FM). Comr. Bartley dissented. Action Sept. 27.

WSTE(TV), ch. 13, Fajardo, P.R.—Granted (1) assignment of cp to WSTE-TV Inc. (James C. Leake, president, has interest in KTUL-AM-TV Tulsa, KWTV[TV] Oklahoma City, both Oklahoma, and KATV[TV] Little Rock, Ark.; and Carmina Mendez); consideration 20% of assignee's stock to Mendez, sole stockholder of assignor, for $2,000 and $31,000 note; and (2) extended for six months time to complete construction. Comr. Bartley dissented. Action Sept. 27.

KGA Spokane, Wash. Granted (1) renewal of license and (2) transfer of control to Bankers Life & Casualty Co. (KCSJ-AM-TV Pueblo, Colo.), through purchase of 100% stock at public auction for $100. Action Sept. 27.

APPLICATIONS

KCSJ-AM-TV Pueblo, Colo.—Seeks transfer of all outstanding shares of stock in Star Bcstg. Inc. from **Bankers Life & Casualty Co.** to **Metropolitan Tv Co.**; consideration $1,250,000. Assignee's principals include **Bob Hope** (42.5%), **Hendrie Investment Co.** (15.5%), **James L. Saphier** (5%), **Robert H. Waterman** (7.63%), and others. Mr. Hope is entertainer; Mr. Saphier is producer; Hendrie Investment Co. is holding firm; Mr. Waterman is president of Hendrie Investment Co. and owns accounting forms and office systems business. Metropolitan Tv Co. is licensee of KOA-AM-FM-TV Denver, Colo. Ann. Oct. 2.

KHQL-TV Sterling, Colo.—Seeks assignment of cp from Richard B. Steuer to Steuer Bcstg. Co., new corporation of which Mr. Steuer is sole stockholder; no financial consideration involved. Ann. Sept. 28.

KWG Stockton, Calif.—Seeks assignment of license from KMO Inc. to **Roland B. Valle, John B. Jacobs** (each 25%), **Francis M. Dunne** (15%), **Carl E. Brandt, Martin M. Hill** (each 7.5%), **Roy A. Rowan, David P. Boyer, Gordon B. Sherwood, Edward R. Hopple** (each 5%), d/b as **Royal Bear Bcstrs. Inc.**; consideration $157,500 plus $833.33 per month from Aug. 1, 1961, to date of closing. Mr. Vaile has owned 35% of KTOO Henderson, Nev.; Mr. Jacobs is radio-tv performer; Mr. Dunne is entertainer and actor; Mr. Brandt owns music publishing firm; Mr. Rowan is radio-tv announcer; Mr. Boyer owns 60% of mortgage and insurance firm; Mr. Sherwood has owned 20% of KENO Las Vegas; Nev.; Mr. Hopple owns 50% of radio program packaging firm; Mr. Hill is employe of tv production firm. Ann. Sept. 29.

KMCD Fairfield, Iowa—Seeks assignment of license from **RB Inc. to RF Inc.**, new corporation consisting of same principals and officers; no financial consideration involved. Ann. Sept. 29.

KJCK Junction City, Kan.—Seeks assignment of license from **Ralph L. Weir Jr.** to **Junction City Bcstg. Inc.**, new corporation of which Mr. Weir is sole stockholder; no financial consideration involved. Ann. Oct. 2.

WIRV Irvine, Ky.—Seeks assignment of license from **South C. Evans,** d/d as **Irvenna Bcstg. Co.,** to **James M. Gaskin,** d/b under same name; consideration $96,000. Mr. Gaskin is present station manager of WIRV. Ann. Sept. 28.

WCSR Hillsdale, Mich.—Seeks assignment of license from **Bawbeese Bcstrs. Inc.** to **Fahey J. Flynn** d/b as **Flynn Enterprises Inc.**; consideration $85,000. Mr. Flynn is newscaster for CBS. Ann. Sept. 28.

KLAS Las Vegas, Nev.—Seeks assignment of license from **Frontier Bcstrs. Inc.** to **Paul C. Schafer** d/b as **Radio KLAS Inc.**; consideration $155,000. Mr. Schafer is majority stockholder in KDOT Reno, Nev., and KOFA Yuma, Ariz. Ann. Sept. 28.

WSIB Beaufort, S. C.—Seeks assignment of cp from **Sea Island Bcstg. Co.,** partnership consistindg of **Lee J. Berry, T. D. Hiers** (each 32.5%), **Louis M. Neale Jr.** (25%), **Julian S. Levin** and **T. Reeve Sams** (each 5%) to new partnership of same name in which Mr. Neale will have sold his interest to Messrs. Berry and Hiers (12.5% to each); consideration to Mr. Neale $550. Ann. Sept. 28.

WMSC Columbia, S. C.—Seeks assignment of license from **WMSC Radio Corp.** to **Speidel Bcstg. Corp.**; consideration $60,000. Assignee's principals: **Joe Speidel III** (83.33%), **Russel George-Busdicker** (16.66%). Mr. Speidel owns over 99% of WWBD Bamberg, WPAL Charleston, WYNN Florence, and 83.33% of WOIC Columbia, all South Carolina; 100% of WSOK Savannah, Ga.; 90% of WKET-FM Kettering, Ohio, and 90% of am application in that city. Mr. George-Busdicker owns 35% of WJOT Lake City, S. C., and 16.66% of WOIC. Ann. Oct. 2.

WNNT Warsaw, Va.—Seeks assignment of license from **Grayson Headley,** deceased, to **Patricia Headley,** executrix of Mr. Headley's estate; no financial consideration involved. Ann. Oct. 20.

Hearing cases

STAFF INSTRUCTIONS

■ Commission directed preparation of document looking toward granting application of Wilmer E. Huffman for new am station to operate on 1290 kc, 5 kw-D, 500 w-N, DA-2, in Pratt, Kan., and denying applications of Pier San Inc., and Francis C. Morgan Jr., for new stations on 1490 kc, 500 w, D, in Larned, Kan. March 29 initial decision looked toward granting Pier San and denying Morgan and Huffman applications. Action Oct. 4.

■ Commission directed preparation of document looking toward granting application of Sunbury Bcstg. Corp. to change facilities of WKOK Sunbury, Pa., from 1240 kc, 250 w, unl., to 1070 kc, 10 kw-LS, 1 kw-N, DA-2, at new trans. site. April 11 initial decision looked toward this action. Action Oct. 4.

■ Commission directed preparation of document looking toward affirming April 14 supplemental initial decision which would reinstate and affirm May 25, 1959 grant of application of Fred H. Whitley for new am station to operate on 960 kc, 1 kw, D, in Dallas, N. C., and deny application of Wayne M. Nelson for new station on same frequency with 500 w, D, in Concord, N. C. Action Oct. 4.

■ Commission directed preparation of document looking toward affirming, with modifications, March 22 initial decision which would (1) grant applications of Washington State University for renewal of license of KWSC and auxiliary, Pullman, Wash., and for mod. of license to provide for unlimited time operation on 1250 kc, 5 kw, and (2) grant application of First Presbyterian Church of Seattle, Wash., for renewal on 1250 kc, 1 kw. KWSC and KTW presently are licensed on share-time basis at night. Action Oct. 4.

Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

INITIAL DECISIONS

■ Hearing examiner Isadore A. Honig issued initial decision looking toward denying application of Dixie Radio Inc. for new am station to operate on 790 kc, 500 w, DA, D, in Brunswick, Ga. Action Oct. 4.

■ Hearing examiner Annie Neal Huntting issued initial decision looking toward granting application of Tv Corp. of Michigan Inc. for new am station to operate on 1510 kc, 500 w, DA, D, in Jackson, Mich. Action Oct. 4.

■ Hearing examiner Forest L. McClenning issued initial decision looking toward granting application of Ebony Enterprises Inc. for new am station to operate on 1590 kc, 1 kw, D, in Chadbourn, N. C. Action Oct. 4.

Routine roundup

ACTIONS ON MOTIONS

By Commissioner John S. Cross

■ Denied petition by Edwin R. Fischer for leave to file consolidated appendix and brief in support of exceptions in excess of 50 pages, without prejudice however to right of movant to file brief in support of exceptions in compliance with Sec. 1.154(c) not later than 10 days from date of release of this order in proceeding on its application and Tidewater Bcstg Inc., for new am stations in Smithfield and Newport News, Va. Action Sept. 26.

■ Granted petition by Beacon Bcstg. System Inc. and extended to Sept. 29 time to respond to petition by Suburban Bcstg. Inc. to enlarge issues and reopen record in proceeding on their applications for new am stations in Grafton-Cedarburg and Jackson, Wis. Action Sept. 25.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Denied joint request by Western Bcstg. Co. and R. L. McAlister, applicants for new am stations in Odessa, Tex., for approval of agreement providing for dismissal of Western's application and payment of $2,000 by Mr. McAlister as reimbursement of expenses incurred in connection with that application, and remanded proceeding to hearing examiner for prompt attention and further consideration. Action Sept. 27.

By Hearing Examiner Asher H. Ende

■ Granted motion by Wireline Radio Inc., and extended from Sept. 26 to Oct. 2 and from Oct. 10 to Oct. 16 time for filing proposed findings and replies in proceeding on its application for renewal of license of WITT Lewisburg, Pa. Action Sept. 25.

■ Granted motion by Sands Bcstg. Corp., WIFE Corp. and Hoosier Bcstg. Corp., and continued Sept. 26 hearing until further order of examiner, provided, however, that any party to proceeding on their applications and Independent Indianapolis Bcstg. Corp. for new am stations in Indianapolis, Ind. may for good cause shown file motion requesting that hearing be rescheduled for certain date. Action Sept. 22.

By Hearing Examiner Millard F. French

■ On request of parties in proceeding on am application of Strafford Bcstg. Corp. (WWNH) Rochester, N. H., continued Oct. 11 hearing to Oct. 13. Action Sept. 25.

By Hearing Examiner Walther W. Guenther

■ Pursuant to agreements reached at Sept. 27 oral argument, scheduled further prehearing conference for Sept. 29 in proceeding on applications of Seward Bcstg. Inc., Marion, and Saltville Bcstg. Corp., Saltville, both Virginia. Action Sept. 27.

■ On own motion, scheduled further hearing for Sept. 28 for purpose of discussing further procedural steps to be established in view of commission's memorandum opinion and order released on Sept. 25 in Wilmington, Del., tv ch 12 proceeding. Action September 25.

By Hearing Examiner Annie Neal Huntting

■ Scheduled prehearing conference for Oct. 10 in remand proceeding on applica-

PROFESSIONAL CARDS

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RADIO & TELEVISION
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STerling 3-0111
Washington 4, D. C.
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Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
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GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
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tions of Young People's Church of the Air Inc., and WJMJ Bcstg. Corp., for new fm stations in Philadelphia, Pa. Action Sept. 25.

■ Granted request by Broadcast Bureau and initial decision on application of Community Service Bcstrs. Inc., for new am station in Ypsilanti, Mich., will be withheld pending action by commission on petition for reconsideration by Williams County Bcstg. Co. Action Sept. 25.

By Hearing Examiner David I. Kraushaar

■ Granted motion to quash and for alternative relief filed by Covington Bcstg. Co., Covington, Ky., to extent of ordering that depositions noticed by applicant Dale H. Mossman, Norwood, Ohio, to be taken on Oct. 2 at Pleasant Ridge, Ohio, shall not be taken in proceeding on their am applications. Action Sept. 28.

■ Denied motion by Covington Bcstg. Co., Covington, Ky., to quash notices by Massillon Bcstg. Inc., and Dale H. Mossman, Norwood, Ohio, to take depositions of two individuals in Newport in proceeding on their am applications and Kenton County Bcstrs., Covington. Action Sept 27.

■ Terminated proceeding on application of Holly Springs Bcstg. Co. for new am station in Holly Springs, Miss.; dismissal of application by commission on Sept. 25 moots proceeding. Action Sept. 27.

■ On own motion, scheduled special prehearing conference for Sept. 28 to consider effect of report and order in Doc. 6741 (clear channels) on Oct. 2 hearing and further proceeding in re applications of Creek County Bcstg. Co. for new am station in Sapulpa, Okla., et al. Action Sept. 27.

■ Ordered that Sept. 22 hearing session be deemed nullity and struck all evidence from record in proceeding on application of Kenosha Bcstg. Inc. for new fm station in Kenosha, Wis. in view of disclosure of noncompliance with requirement as to publication of notice of hearing; will rule later on applicant's petition (requesting establishment of new hearing date sufficiently in advance to enable applicant to publish and comply with statute and commission's rules) after other parties have been afforded opportunity to respond to that petition. Action Sept. 26.

■ Granted petition by Covington Bcstg. Co. for leave to amend its application for new am station in Covington, Ky., by providing up-to-date information concerning other business interests of its principal stockholder in Sec. II, page 4, Table II, FCC Form 301, together with copy of proposed amendment submitted therewith; application is in consolidated am proceeding. Action Sept. 26.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Burlington County Bcstg. Co., Burlington, N. J., for leave to amend its application to eliminate Alexander Denbo as principal of petitioner, to indicate proposed ownership, officerial and directional changes which would occur as result thereof, and to reflect other minor changes in petitioner's application and amendment; application is in consolidated am proceeding. Action Sept. 28.

By Hearing Examiner Forest L. McClenning

■ Due to conflict in hearing examiner's schedule, continued Nov. 6 hearing to Nov. 27 in proceeding on am applications of Putnam Bcstg. Corp., Brewster, and Port Chester Bcstg., Port Chester, both New York. Action Sept. 27.

■ Denied petition by Beacon Bcstg. System Inc. for reconsideration of examiner's denial of admission in evidence of new bank loan commitment in proceeding on its application for new am station in Grafton-Cedarburg, Wis., which is consolidated for hearing. Action Sept. 26.

■ Issued Errata changing ordering clause of Sept. 7 action re Ebony Enterprises Inc., Chadbourn, N. C. to admit in evidence Ebony's exhibits 5 and 6 in lieu of 6 and 7 and record closed. Action Sept. 26.

■ Granted petition by Broadcast Bureau and extended from Sept. 22 to Sept. 29 time for filing proposed findings in proceeding on applications of Gila Bcstg. Co. for renewal of licenses of KCKY Coolidge, Ariz., et al. Action Sept. 25.

By Hearing Examiner Herbert Sharfman

■ Ordered that hearing record which had been closed on June 29 is reopened, Paducah Bcstg. Inc. (WPAD) Paducah, Ky., Exhibit 3 and WPFA Radio Inc. (WCVS) Springfield, Ill. Exhibit G are received in evidence, and hearing record is again closed. Action Sept. 25.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Fisher Bcstg. Inc. (WSOK) Savannah, Ga., for leave to amend its am application to reflect change of ownership substituting Joe Speidell III as 100% owner of stock of Fisher and to reflect further changes in officers and directors of corporation; application is in consolidated am proceeding. Action Sept. 28.

■ Pursuant to agreement of counsel, scheduled further prehearing conference for Oct. 4, for purpose of discussing further procedural steps necessary in view of commission's memorandum opinion released Sept. 25 in proceeding on am application of Skyline Bcstrs. Inc., Klamath Falls, Ore. Action Sept. 27.

■ Pursuant to agreement of counsel and conflict in calendar of one counsel, advanced from 10 a.m., to 9 a.m., hearing scheduled for Oct. 2 on application of Melody Music Inc. for renewal of license of WGMA Hollywood, Fla. Action Sept. 27.

■ Accepted Broadcast Bureau's late filing of comments on joint proposed findings of Middle South Bcstg. Co. (WBML) Macon, and Ben Hill Bcstg. Corp. (WBHB) Fitzgerald, Ga., on their am applications. Action Sept. 26.

■ Accepted Broadcast Bureau's late filing of comments on joint proposed findings of Radio Station WAYX Inc. (WAYX) Waycross, Ga., Radio Gainesville Inc. (WGGG) Gainsville, Fla., Fisher Bcstg. Inc. (WSOK) Savannah, Ga., and Laurens County Bcstg. Co. (WXLI) Dublin, Ga., in proceeding on their am applications. Action Sept. 26.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Oct. 3

KCRA-TV Sacramento, Calif.—Granted cp to maintain trans. and ant. as auxiliary facilities.

***WEDU(TV) Tampa, Fla.**—Granted cp to change ERP to 100 kw, vis., 50 kw aur.; type trans.; type ant.; and make changes in equipment and ant. height; ant. 520 ft.

WXIV Windermere, Fla.—Granted cp to replace expired permit for am station.

***WFBE(FM) Flint, Mich.**—Granted mod. of cp to change type trans.; type ant.; increase ERP to 3.7 kw; decrease ant. height to 115 ft.; waived Sec. 3.261 of rules to permit station to remain silent on Saturdays, Sundays, and during vacation periods.

WFMD Frederick, Md.—Granted extension of completition date to April 7, 1962.

Actions of Oct. 2

WOOD-TV Grand Rapids, Mich.—Granted cp to change trans. location to 2.5 miles southwest of Middleville, make changes in ant. system and other equipment;subject to whatever action commission deems appropriate as result of final decision of U. S. Court of Appeals for District of Columbia Circuit in *Television Corporation of Michigan Inc.* v. *FCC*, Case No. 16253.

WTVO(TV) Rockford, Ill.—Granted cp to change ERP to vis. 155 kw, aur. 77.6 kw; type ant.; and make changes in ant. system; ant. height 660 ft.

WINR-TV Binghamton, N. Y.—Granted cp to decrease ERP to vis. 288 kw, DA aur. 144 kw, DA; ant. height 630 ft.

KTIV(TV) Sioux City, Iowa—Granted cp to install auxiliary ant. system at main trans. site.

KXRQ(FM) Sacramento, Calif.—Granted extension of completion date to Dec. 15.

Actions of Sept. 29

WTMC Ocala, Fla.—Granted change of remote control authority.

KIWA Sheldon, Iowa—Remote control permitted.

WCNG Canonsburg, Pa.—Granted assignment of license to Radio Hill Inc.

KJCK Junction City, Kan.—Granted assignment of licenses to Junction City Bcstg. Inc.

■ Granted licenses for following fm stations: WATR-FM Waterbury, Conn., and WAJM Montgomery, Ala., and change type trans.

KCMS-FM Manitou Springs, Colo. — Granted license covering installation of new ant.

WPKM(FM) Tampa, Fla.—Granted license covering increase of length of transmission line.

KCFM(FM) St. Louis, Mo.—Granted license covering increase in ERP and decrease in ant. height, change ant.-trans. location, installation of new ant.-trans. and new ant. system and change studio location; ERP 88 kw, ant. height 420 ft.

***KUSD-TV Vermillion, S. D.**—Granted cp to change ERP to vis. 0.42 kw; aur. 0.21 kw; type ant.; and make changes in ant. system; ant. height 190 ft.

KO8AI St. Regis, Mont.—Granted mod. of cp to change make of trans.; ERP from 3.76 w to 24.18 w; trans. location (geographical coordinates only) and make changes in ant. system and equipment of vhf tv translator station.

WTOF(FM) Canton, Ohio—Granted mod. of cp to change trans. and studio locations to approximately 2.5 miles west of East Sparta; and make changes in ant. system (increase height); ant. height 500 ft.; remote control permitted.

KPOL-FM Los Angeles, Calif.—Granted mod. of cp to change type trans. and make changes in ant. system; conditions.

■ Granted SCA for following stations: KMLB-FM Monroe, La., and WNEM-FM Bay City, Mich.

Actions of Sept. 28

Green River Community Tv Inc., Green River, Utah—Granted cps for new vhf tv translator stations on ch 2, 9, 4, 11, 5 and 13 to translate programs of KUTV ch 2 Salt Lake City, Utah via Cedar Mountain (near Green River); KUTV-TV ch 2 Salt Lake City, condition; KCPX-TV ch 4 Salt Lake City, via Cedar Mountain; KCPX-TV ch 4 Salt Lake City, condition; KSL-TV ch 5 Salt Lake City, via Cedar Mountain; and KSL-TV ch 5 condition.

WVNA-FM Tuscumbia, Ala.—Remote control permitted.

■ Granted renewal of licenses for following stations: KBRS Springdale, Ark.; KFDF Van Buren, Ark.; KMLB Monroe, La.; KNEA Jonesboro, Ark.; KOSE-FM Osceola, Ark.; KTOC Jonesboro, La.; WBBK Blakely, Ga.;WCTA-AM-FM Andalusia, Ala.; WDXL Lexington, Tenn.; WHHT Lucedale, Miss.; WJDB Thomasville, Ala.; WKAM Goshen, Ind.; WOLF Syracuse, N. Y.; K70AA, K73AA Bishop, Calif.; W73AC Clarks Summit, Dalton and Waverly, Pa.; K70AY Chamber of Commerce, Lovelock, Nev.; K80AG Show Low, Ariz.; W81AA Lebanon and Hanover, N. H., and White River Junction, Vt.; WAVI Dayton, Ohio; WBCK Battle Creek, Mich.; WBEX Chillicothe, Ohio; WCMW Canton, Ohio; WDOG Marine City, Mich.; WGAR Cleveland, Ohio; WHLO Akron, Ohio; WHRV Ann Arbor, Mich.; WHRW Bowling Green, Ohio; WJBL Holland, Mich.; WJW Cleveland, Ohio; WKAR East Lansing, Mich.; WKRC Cincinnati, Ohio; WMIQ Iron Mountain, Mich.; WMUS

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Muskegon, Mich.; WNCO Ashland, Ohio; WONW Defiance, Ohio; WOUB Athens, Ohio; WSTV Steubenville, Ohio; WTNS Coshocton, Ohio; WWST Wooster, Ohio; WABX(FM) Detroit, Mich.; WAKR-FM Akron, Ohio; WBBC(FM) Jackson, Mich.; WSTV-FM Steubenville, Ohio; WJW-FM Cleveland, Ohio; *WKAR-FM East Lansing, Mich.; WILX-TV Onondaga, Mich.; WIMA-TV Lima, Ohio; WKNX-TV Saginaw, Mich.; WSTV-TV Steubenville, Ohio; *WOSU-TV Columbus, Ohio; WBRB Mt. Clemens, Mich.; WCNS Canton, Ohio; WFAH Alliance, Ohio; WJIM, Lansing, Mich.; WPAG Ann Arbor, Mich.; WPVL Painesville, Ohio; WRFD Columbus-Worthington, Ohio; WSPD Toledo, Ohio; WVKO Columbus, Ohio; WBBW-FM Youngstown, Ohio; WFAH-FM Alliance, Ohio; WGAR-FM Cleveland, Ohio; WJBK-FM Detroit, Mich.; WJIM-FM, Lansing, Mich.; WKRC-FM Cincinnati, Ohio; WLDM (FM) Detroit, Mich.; WLEC-FM Sandusky, Ohio; WMHE(FM) Toledo, Ohio; WMVO-FM Mount Vernon, Ohio; WOMC(FM) Detroit, Mich.; WPTW-FM Piqua, Ohio; WSPD-FM Toledo, Ohio; WTOL-FM Toledo, Ohio; WWST-FM Wooster, Ohio; *WBGU(FM) Bowling Green, Ohio; *WBOE(FM) Cleveland, Ohio; *WOAK(FM) Royal Oak, Mich.; *WOBN(FM) Westerville, Ohio; WBNS-TV Columbus, Ohio; WEWS(TV) Cleveland, Ohio; WJBK-TV Detroit, Mich.; WKBN-TV (main trans. & ant.) Youngstown, Ohio; WKOZ-TV Kalamazoo, Mich.; WLWC(TV) Columbus, Ohio; WLWD(TV) Dayton, Ohio; WLWT(TV) Cincinnati, Ohio; WSPD-TV Toledo, Ohio; *WTVS(TV) Detroit, Mich.

WJDY Salisbury, Md.—Granted acquisition of positive control by Norman M. Glenn through sale of stock by Hoyt C. Murphy to Salisbury Bcstg. Co.; consideration $40,000.

■ Granted licenses covering installation of new trans. for following am stations: KBOY Medford, Ore.; WSBC Chicago, Ill., without prejudice to such further action as commission may deem warranted as result of final determinations with respect to pending inquiry into compliance by broadcast licensees with Sec. 317 of communications Act and related matters.

■ Granted licenses for following am stations: KPGE Page, Ariz.; KALN Iola, Kan.; WMLP Milton, Pa.; KTOW Sand Spring, Okla.

■ Granted licenses covering increase in daytime power and installation of new trans. for following am stations: WSPB Sarasota, Fla., conditions; WCMA Corinth, Miss.; WNBZ Saranac Lake, N. Y.; WGBG Greensboro, N. C.; WATW Ashland, Wis.; WOWL Florence, Ala.; **WERI Westerly, R. I.**

WITY Danville, Ill.—Granted license covering changes in DA pattern.

WEOK Poughkeepsie, N. Y.—Granted license covering increase in power, installation DA-D and new trans.; condition.

WOPA Oak Park, Ill.—Granted license covering increase in daytime power.

WCYN Cynthiana, Ky.—Granted license covering increase in power.

WCMA Corinth, Miss.—Granted license covering auxiliary trans.

***KRVM(FM) Eugene, Ore.**—Granted license covering change in composite trans.

WTAR-FM Norfolk, Va.—Granted license for fm station.

WMOK Fort Massac Bcstg. Co., Metropolis, Ill.—Granted mod. of license to change name to W. R. Tiner, Noah J. Korte, *Estate of Walter H. Firmin*, et al, limited partnership, d/b under same name.

Actions of Sept. 27

KOLJ Quanah, Tex.—Granted assignment of license to Fay Neel Eggleston; consideration $40,000 and agreement not to compete within 100 miles of KOLJ for 10 years.

WHKP-AM-FM Hendersonville, N. C.—Granted transfer of control from Beverley M. Middleton to Kermit Edney; consideration $36,400.

■ Granted licenses covering increase in power of following am stations: KBYG Big Spring, Tex.; KLGR Redwood Falls, Minn.; WCSR Hillsdale, Mich., and installation new trans. for daytime use retaining licensed trans. for nighttime use.

WJBL Holland, Mich.—Granted license covering change in ant.-trans. location, DA and ground system.

***WDTR(FM) Detroit, Mich.**—Granted license covering installation of new trans., ant., increase in ERP and ant. height and change in ant. system.

KDB Santa Barbara, Calif.—Granted license covering change in ant.-trans. and studio location, remote control operation,

Continued on page 113

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Oct. 5

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,598	38	102	851
FM	873	62	171	153
TV	486[1]	67	83	108

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Oct. 5

	VHF	UHF	TV
Commercial	467	85	552
Non-commercial	38	18	56

COMMERCIAL STATION BOXSCORE

Compiled by FCC July 31

	AM	FM	TV
Licensed (all on air)	3,556	841	488[1]
Cps on air (new stations)	53	55	57
Cps not on air (new stations)	155	201	99
Total authorized stations	3,766	1,097	654
Applications for new stations (not in hearing)	519	69	27
Applications for new stations (in hearing)	174	28	47
Total applications for new stations	693	97	74
Applications for major changes (not in hearing)	496	49	40
Applications for major changes (in hearing)	148	6	13
Total applications for major changes	644	55	53
Licenses deleted	2	0	0
Cps deleted	0	4	0

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

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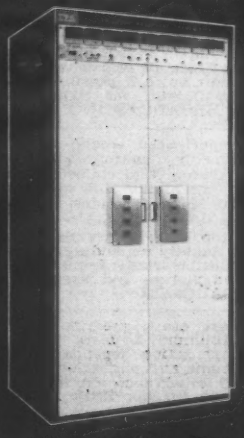

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Require experienced combo-man for sales and announcing, guaranteed salary and good commission. Call collect Colfax 5-7123 in Adrian, Michigan talk to E. J. Hahn, Commercial Manager, radio station WABJ.

Will pay top wage for experienced radio salesman. Rapidly expanding medium Florida east coast market. Immediate employment. Send picture and background. Box 275H, BROADCASTING.

Florida, east coast, medium metropolitan market. Minimum 2 years fulltime radio sales. Compensation depends entirely upon present income and past sales record. Good opportunity to advance within chain. Reply in confidence to Box 288H, BROADCASTING.

Let's merge talents/money! Need active sales partner with money, administrative sales-ability, willing traveller, ambitious money-maker. . . . For established money-making sales/commercial company. Box 371H, BROADCASTING.

Sales position available. Not as junior salesman. Established accounts. Good present billing. Call for discussion. Rod Wolf, WRTA, Altoona, Penna.

Opportunity radio salesman. Salary plus commission. Good market. KFRO, Longview, Texas.

Experienced salesman, some announcing, needed at once. Apply by letter with snapshot to Bob Ray, WBBB, Burlington, North Carolina.

Wanted: Salesman for radio. Two to three years sales experience required, guaranteed salary and good commission. Call collect to: E. J. Hahn, Commercial Manager, radio station WABJ in Adrian, Michigan. Colfax 5-7123.

Young, aggressive career salesman seeking solid future with large multi group radio station. Direct selling experience desirable. Contact Chester Steadman, WCOP, Boston.

Salesman wanted: Minimum three years sales experience with network affiliated station required. Immediate starting income of $450.00 to $600.00 per month based on 17% comm. Good solid station doing business for 38 years. Sickness, health insurance, vacations, credit union and retirement plans. Position open immediately. Send picture and qualifications to radio station WHBY, Appleton, Wisconsin.

Help Wanted—(Cont'd)

Announcers

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Talented personality jocks needed for top chain. Must be able to deliver top job in our top markets. To be considered send air-check and resume today to Box 919F, BROADCASTING.

Mature voice, experience, and the desire to grow with a long established, expanding radio station in the midwest. Send full details, including salary expectations. No tapes now, but we may want them later if you're too far away for a personal interview. Immediate opening. Box 217H, BROADCASTING.

Growing southern chain accepting auditions from production-minded announcer-d.j.'s. We like the bright, happy pace. No screamers or dreamers, but dedicated workers who want to grow with our organization and advance themselves into a solid lucrative future. Young or old, if you can take hold and produce, there is a place for you in this energetic group. Send tape and resume, including references and picture. Your application acknowledged immediately and held for action. Box 225H, BROADCASTING.

DJ for 12-6am shift. Excellent Florida market. Send audition tape, experience and picture, to Box 279H, BROADCASTING.

Staff announcer wanted for middle Atlantic full time operation. Established middle of road station. No rock and roll. Box 287H, BROADCASTING.

Top salary to outstanding morning man for eastern major market station. All replies confidential. Tape, resume. Box 328H, BROADCASTING.

Combo-chief engineer-announcer daytimer full maintenance. Must be good voice and engineer. $100 week. Mississippi. Box 336H, BROADCASTING.

Major Miami station needs two top personality dj's. Minimum starting salary $150.00 week. Send aircheck and resume. Box 354H, BROADCASTING.

Needed immediately. Announcer with good voice and delivery who has a first class ticket and knows how to use it! We'll pay good wages to the right man. We want a man who is not afraid of work . . . is married . . . and ready to settle down with an expanding organization. State salary, qualifications, in first letter. Box 356H, BROADCASTING.

Mississippi daytimer needs at once, announcer with first phone. No maintenance required. Announcing shift and copy. Good salary for right person. Box 363H, BROADCASTING.

Wanted: Morning man for southwestern station in city of 10,000. Must have network quality voice, be sober, dependable, hard working. Prefer older man who wants to settle down in small friendly community with ideal climate and earn a liveable wage. Full details with tape which will be returned. Box 372H, BROADCASTING.

Country music dj personality for board shift and part time selling. Florida fulltime all country music station offers wonderful opportunity for a dj who loves country music. Tape, resume to Box 374H, BROADCASTING.

New Jersey. Experienced announcer-newsman for adult music station. Must be good. Salary commensurate with ability. Send tape, resume. Box 380H, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer with flair for smooth production and knowledge of music and news. Not top "40." Box 393H, BROADCASTING.

New England's finest medium market station has opportunities for experienced morning announcer and news director. Box 397H, BROADCASTING.

Complete staff needed by expanding Texas group. Complete details first letter. Must be experienced and trustworthy. Ideal working conditions and excellent salaries plus advancement. Box 401H, BROADCASTING.

Going northwest, operation needs solid, stable worker. Must have good voice, production experience, adult radio. Salary open. Excellent community. Send tape, resume to Bruce Hamilton, general manager, KBLL, Helena, Montana.

First phone announcer. Must have minimum 4 years experience. Adult music service and information format. Salary commensurate with experience. For KHMO, Hannibal, Missouri. Contact Jerrell Shepherd, Moberly, Missouri. Amherst 3-1601.

Needed at once! One combo announcer and one straight announcer. Top salaries to top men. Si Willing, KMAR, Winnsboro, Louisiana.

Wanted: 1st phone announcers. Tight operation. Happy sound network affiliation located in the beautiful Rocky Mountains. Send tape to KOPR, Butte, Montana. State salary desired.

Creative announcer-production man. Will spend half-time on board; half-time creating and producing distinctive spot announcements. We have the tools . . . do you have the talent? Immediate opening. KWHK, Hutchinson, Kansas. MO 5-4661.

Good board operator, announcer with competent news delivery. No "personality." Daytime station, good fishing hunting country. Prefer young single man. Immediate opening. KVWM, Show Low, Arizona.

Morning man—salesman. Salary plus commission. We want a permanent man, no floaters. Outstanding one station market. If you have a good voice, personality and enjoy making money, air mail tape, brief resume and recent photo to Charles K. Bentz, WADK, Newport, Rhode Island.

First phone who likes to hunt, fish or ski and can do announcing for a good music format will find a happy home, with good pay, at daylighter WBNC, Conway, N. H.

Wanted: Immediate opening for two staff anouncers. Pa. ABC affiliate. One position requires first phone. Top money to right men. Send tape-photo-resume to Al Dame, Station Manager—WCPA, Clearfield, Pa.

Michigan daytimer—network affiliate has opening for 1st phone announcer. Prefer family man. Local news experience—permanent employment for competent man. Personal interview necessary. First send tape, resume, salary requirements. J. F. Marzke, WJUD, St. Johns, Michigan.

Good music man—with know-how. Must be ambitious and original. Salary according to ability and experience. WICY, Malone, N. Y.

Immediate opening for experienced announcer. Send details to Manager, WMFJ, Daytona Beach, Florida.

Announcer dj experienced 5000 watts. WNLC. Mohican Hotel, New London, Connecticut. Send tape and resume.

Help Wanted—(Cont'd)

Announcers

C & W specialist who also is able to do pop shows and handle some news. Come join us in the beautiful Shenandoah Valley at WSIG, Mt. Jackson-Harrisonburg, Va., and earn yourself $110 base plus 15% on sales. Job now open. Your references will be checked. An R. F. Lewis Jr. station. Write Phil Potter manager.

Progressive adult Ohio daytimer needs combo man. Good pay. Good town for family. Plenty of opportunity for a mature experienced man. Send tape and full details to Box 317, Delaware, Ohio.

Will need all personnel for new am station at Georgetown, S. C. Especially interested in combo men. Apply to F. K. Graham, P. O. Box 554, Vidalia, Ga.

Chief engineer—Mississippi ND daytimer, going directional night—regional applicants preferred. Send complete resume, salary requirements and late photograph first letter. Box 953G, BROADCASTING.

First class licensee that can sell, write copy, or announce. Box 188H, BROADCASTING.

Needed immediately. Announcer with good voice and delivery who has a first class ticket and knows how to use it! We'll pay good wages to the right man. We want a man who is not afraid of work . . . is married . . . and ready to settle down with an expanding organization. State salary, qualifications, in first letter. Box 357H, BROADCASTING.

Technical

Chief engineer, new major market, northeast stereo fm station and recording company. Must be thoroughly familiar with the latest recording techniques, equipment, maintenance, and operations. Group operation with unlimited future opportunities. Box 408H, BROADCASTING.

Combo man wanted. Maintenance a must. Good salary. Rush tape and resume to Bill Mende, KAPR, Douglas, Arizona.

Educational radio station control room operator needed immediately. Second class license essential, salary $4296, state civil service. Personal interview at applicant's expense required. Contact Dr. Ken Thomas at KSAC, Manhattan, Kansas.

Engineer, 1st class with rapidly growing chain. Little maintenance, strong on air and local news. Call Manager, Easton, Maryland. TA 2-3301 or CA 6-5403.

Production—Programming, Others

Top-flight chain needs seasoned newsmen with abilities at creative, dramatic rewrite and ferreting out local news. Send sample of rewrite, air-check, and resume to Box 918F, BROADCASTING.

Experienced male writer. Full time position commercial continuity 1,000 watt Illinois independent. $90.00 weekly. State age, education, detailed experience, references. Box 310H, BROADCASTING.

Small market tv-am combination, northwest, needs copywriter who is willing to service accounts and wants advancement. Salary open. Community facilities excellent. Solid, stable staff. Adult programming. Box 319H, BROADCASTING.

Experienced newsman: Must be able to write, cover beat, report. Top wages for medium Michigan market. Usual fringe benefits. Box 342H, BROADCASTING.

Producer-director. Excellent production opportunity with leading midwestern tv station doing above average live program schedule. Production experience required, good creative background desirable. Send detailed resume and salary requirements to Box 390H, BROADCASTING.

Wanted immediately. Program director with mature knowledge of "middle-of-road" music, production, news and public service interest. Send full details, first letter. Box 392H, BROADCASTING.

Newsman: Strong on gathering local news, writing and delivery for major morning slot in large metropolitan southwest market. Good voice and delivery a necessity. Send tape and resume immediately. Box 411H, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Newsman needed for operation with heavy emphasis on local news. We have 3 mobile units aerial coverage, many stringers and stature and prestige in our area as a source of news and information. If you have had local news training and experience and want a good job, with good pay, contact J A. Shepherd, KNCM, Moberly, Missouri. Prefer a man familiar with Missouri. Salary open and according to experience and ability.

Announcer-producer for am educational radio station. Masters degree desirable, bachelors degree essential, Federal Civil Service benefits, salary open, contact Dr. Ken Thomas, KSAC, Manhatten, Kansas.

Have opening for news director. Please send picture, tape, and resume immediately. Chuck Phillips, Program Director, WEMP, 1701 West Wisconsin Ave., Milwaukee 3, Wisconsin.

RADIO

Situations Wanted—Management

Man and wife team. Wants job running small community station or country music operation. 17 years experience with good references. Available now. Box 285H, BROADCASTING.

Know-how: sales/management. Profitable sales-operation record. Sold three stations from under me in twelve years. Figures to prove. Available. Good references. Resume. Box 327H, BROADCASTING.

Working manager, strong on sales, promotions, proven money maker. Desires change to medium or small market. Best references. Box 343H, BROADCASTING.

Manager. Small to medium market experience. Desire change and opportunity. Box 367H, BROADCASTING.

Manager-radio or television. Qualified to head promotion or production units, and to move eventually to station management. Sales-oriented. Young. Capable. Experienced. Background (9 years) includes New York agency, rep and station credits. Box 389H, BROADCASTING.

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Box 409H, BROADCASTING.

Wide experience in sales management and public relations; also staff announcing and news writing background. First phone. Family man, age 38. Write 1037 E. Northview or phone WI 4-4047, Phoenix, Arizona.

Sales

Top flight radioactive sales personality . . . Restless, frustrated, for lively organization with solid recognition in major market providing top production, promotional and merchandising tools. In return . . . will create the thrust power necessary to skyrocket sales . . . Must be top 50 market. Box 964G, BROADCASTING.

An old pro in programming would like to become an old pro in sales . . . but needs some old pros to teach him the tricks of the trade. Five years experience . . . sellable ideas and promotions, good voice, first phone, self starter, sober, family man that loves radio. Wants to connect with organization that knows where their going. Contact Mike Korgan, 1020 G. St., Lincoln, Nebraska. Phone GR 7-4369.

Announcers

DJ-newsman: Tight, cheerful, personality; family, college. Best Hooper in midwest city of 100,000 during 3-6 p.m. References prove will give 100%. Tape and resume on request. Box 201H, BROADCASTING.

School of Broadcasting graduate, thoroughly tranied. DJ, news, board. Colored. Box 286H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

DJ/news. 2 years experience. Professional training. Military service completed. Heavy on personality dj work. Humorous style. Available immediately. Box 297H, BROADCASTING.

Announcer, disk jockey. Fast board. Willing to travel. #3 FCC. News delivery, mature personality. Box 324H, BROADCASTING.

Announcer and dj experienced fully. Fast board capacity. Family man. Box 326H, BROADCASTING.

Combo-first phone, desires night show, r&r own paced, planned format delivers audience. Old pro, good on news. $110. Box 335H, BROADCASTING.

Have talent—will travel. Experienced interviewer—dj, news and sportscaster, sales. Desires metropolitan area. Box 339H, BROADCASTING.

Announcer, dj, bright modern top forty sound. Tight board, not a floater. Box 341H, BROADCASTING.

Disc jockey—announcer—newscaster. Experienced. Control board operator. Bright sound. Box 346H, BROADCASTING.

6 years experience. Straight sell, intelligent style. Am/Fm. East. Box 348H, BROADCASTING.

Staff announcer. Over two years experience in all phases of radio. Prefer northeast, good music format with news and sports possibilities. Box 351H, BROADCASTING.

Good radio man, major market experience. Now want to try radio and tv. Minimum salary $125. Will accept more. Box 362H, BROADCASTING.

Radio entertainer. Not just another "jock." Happy, funny but not nonsense. Strong on sports and interviews. Midwest major markets only. Box 365H, BROADCASTING.

Air personality-staff announcer. Experienced, small to large markets. Able for tight production, good ad-lib., network-style newscasts. Married, college educated. Permanent spot with respectable salary desired. Box 366H, BROADCASTING.

First license, five years experienced announcer, no maintenance, seeks opportunity near Washington. Personal interview preferred. Box 375H, BROADCASTING.

First-phone personality. Experienced c&w, pop, news editing and delivery. Sales. Sober family man. Prefer c&w in midwest. Box 376H, BROADCASTING.

I'm hysterical! It drives me wild to read "ads" offering—hunting, fishing, blue skies, instead of long green. If yours is a major or good regional market, let's hear from you. Top drawer radio experience-network-independent, from country, popular, classical music dj., to newscaster, newswriter, news director. Not a drifter. Sober, responsible, family man would become permanent resident of your city. Require $175-$200 per week. Would earn every penny. Interested? Box 381H, BROADCASTING.

Mid-west. Professional, nine years, references. Veteran with college. Finest background. Know formula and standard radio. Tight production. Box 382H, BROADCASTING.

Experienced sports announcer. Play by play on all sports. Specifically, baseball, football, basketball. Young and exciting. Desires sports minded station. Midwest preferred. Box 384H, BROADCASTING.

Swinger, tight board. 2½ years experience. Veteran, college, married. Box 385H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

For rent: Good property; young (28), quality dj, married, with family, happy and successful, desires to move up to position with a future, will relocate. Can write, produce, promote, and work to contribute to successful organization, maybe yours? Rent reasonable, structure sound, and foundation firm. Interviews a specialty. Box 387H, BROADCASTING.

Wake-up deejay, (Great)—First phone. 8 years . . . everything. Top ratings, references. Box 394H, BROADCASTING.

Outstanding morning man guarantees improved rating to major market fulltimer with modified top-tune format. Need top dollar. Box 396H, BROADCASTING.

Negro announcer, looking for employment. Graduate of A-TS. Will travel. Box 404H, BROADCASTING.

DJ—announcer experience. Tight production, work own board. Prefer, east coast, want to settle. Box 403H, BROADCASTING.

Good job for good man. Florida independent needs man for all around work . . . disc jockey, news, production. Call Dick Clark, WMFJ, Daytona Beach. No collect calls.

Seven years combo. References. Herbert Boyer, 609 South Dodge, Algona, Iowa.

Negro announcer, first phone, Sol Brown, 1910 North Ringgold St., Phila. 21, Pa.

Top announcer—dj. Desires return to radio. Currently doing public relations. Will travel anywhere. Salary unimportant. Contact: John Dovas, 172 Auburn St., Manchester, N. H. National 3-3684, after 6:00 p.m.

Have swinging mike. "Will travel." 2 yrs. experience, college, employed, married. USL, Box 1014, Lafayette, Louisiana.

Have 1st class FCC phone license. Little experience, willing to learn. William G. Smith, P. O. Box 263, Randolph, Massachusetts.

Five years radio-tv experience in sportscasting, coupled with a well-rounded staff-sales background. Conscientious thirty-year old family man, college educated, seeking west coast assignment. 725 Indiana Ct #2, El Segundo, California. Eastgate 2-5605.

First phone two years varied experience, WNEW style. Want $100. Two hours from Manhattan. 676 Bryant, Roslyn Harbor, L. I. MA 1-3706.

Middle Tennessee . . . dj, sales copy. 9 years experience. 28, married, draft exempt, available immediately. Location first, salary secondary. Call EV 8-7177, Columbia, Tennessee.

Attention . . . California, New Mexico, Arizona. Combo announcer, 5 years experience, record shows, news director, promotion. No maintenance. If interested . . . call WI 5-3251 or write Lee Voss, Lakeview Motel, Apt. 14, Memphis Highway, North Little Rock, Arkansas.

Technical

First phone-dependable 37, single, good maintenance, SRT grad, sober, seeks Virginia, Kentucky area, available immediately. Box 820F, BROADCASTING.

Experienced first phone, chief, dj, news. Florida—Texas preferred. $100. Car. Ten days notice. Box 344H, BROADCASTING.

Engineer 25 years experience, 8 tv desires position as studio and or transmitter technical supervisor of aggressive station. Remote experience. Warm climate preferred. Box 347H, BROADCASTING.

Chief engineer. Nine years experience, complete station maintenance. Available immediately. Box 386H, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Engineer, first phone, radio school graduate, Sol Brown, 1910 North Ringgold St., Phila. 21, Pa.

Radio or television engineering position desired in Texas. Formerly KXKW. Married. First class ticket. Contact Ray Loper, 1221 Neblett, Stephenville, Texas. Phone Woodlawn 5-3357.

4 yrs. C.E. 1 kw daytimers, no announcing. Present 6 month, c.e. rust. Remote control unsat., Anthony Ostopoff, P. O. Box 3681. Phone 334-2661. Charlotte 3, N. C.

Production—Programming, Others

Young, successful program director for station interested in quality adult radio. Good announcer. 33, family. Box 192H, BROADCASTING.

Experienced radio-tv-8 years. Will travel. Particulars on request. Box 340H, BROADCASTING.

Program director, 5000 watt metropolitan area. Prefer good music format in northeast. Specialize in news and play-by-play sports. Box 352H, BROADCASTING.

Girl Friday. Copy, traffic, announcing. Completely trained. Excellent references. Box 358H, BROADCASTING.

Clip and save! Ratings slipping? Dull newscasts could be factor. Perhaps you need a new news chief. 8 years desk, air, mobile, all formats. Presently major eastern market 4½ years. Married, Vet, $165 minimum. Ownership change near future prompts move. Box 359H, BROADCASTING.

Agency and station managers. Major station program-production manager available. College grad, ten years solid radio experience. Ascap songwriter (with hits), jingle writer, record producer, idea man, administrator. Seek job where ability will be utilized. Write Box 373H, BROADCASTING.

Modern radio major market program director now available. Five years experience . . . promotion-production. First phone. Box 377H, BROADCASTING.

Production minded, light experienced . . . 1st phone-announcing for live fm programming. Box 379H, BROADCASTING.

Agree? It's what in the commercial that counts! Move up to swingin radio copy. Move up to trained, experienced copywriter who has ideas, will write! Box 383H, BROADCASTING.

Male copywriter experienced small market radio seeks radio-tv opportunity. Primarily interested Indiana or surrounding states. For resume, write Box 398H, BROADCASTING.

TELEVISION

Help Wanted—Sales

Sales manager for midwest network medium-sized market. Excellent opportunity for person with right background and sales record. Opportunity for further advancement. Box 271H, BROADCASTING.

Salesmanager Wanted. ABC affiliate in southeastern market has opening for salesmanager who knows his way in the south. Excellent salary and commission. Please furnish complete resume and confidential interview can be arranged. Box 360H, BROADCASTING.

Needed at once tv salesman in southeast market. On-air accounts to start and excellent money-making future for right man. Send complete resume and late snapshot. Box 361H, BROADCASTING.

TV sales experience. We have an opening for you. Draw-commission, no ceiling, profit sharing, insurance and vacation. Write KFBB, Box 1139, Great Falls, Montana.

Help Wanted—(Cont'd)

Announcers

WSBT-TV established respected leader in the area offers staff opportunity for man with 2-3 yrs experience. Must be veteran or draft exempt. If interested in prestige station, salary plus talent, insurance, hospitalization and pension benefits, send resume, tape (video preferred) and photo to Personnel Director, South Bend Tribune, South Bend 26, Indiana.

Technical

Midwest vhf station, needs experienced studio and transmitter man. Must have first phone license. Please include draft status in resume. Box 667G, BROADCASTING.

Western vhf needs experienced studio-transmitter engineer with first phone license. Send resume and salary requirement to Box 190H, BROADCASTING.

Pennsylvania UHF station desires tv engineer for combined studio and transmitter operation. Box 263H, BROADCASTING.

Northwest am-tv needs experienced studio and transmitter man. Maintenance and supervisory background desirable. Salary open. Box 320H, BROADCASTING.

Transmitter engineer for TT25-BH. Good pay for right man. . . . KSWO-TV, P. O. Box 699, Lawton, Oklahoma.

Opportunities with expanding station offered to capable audio and video operators and cameramen. Also technicians experienced with RCA tv tape. Immediate openings. Phine Chief Engineer KTAL-TV, Shreveport, Louisiana. 425-2422.

Production—Programming, Others

Video switcher, director. Some experience required. Must be sharp. 1st phone not necessary, but would be helpful. Will also handle film. Network station. Send complete details. Box 368H, BROADCASTING.

Wanted experienced news editor. Duties include writing, gathering, editing, and some news photo. Send resume at once to George Goode, news director, KSOO-TV and Radio, Sioux Falls, S. D.

Newsman—Leading tv-radio operation has opening in news department for recent journalism graduate or young man with some experience in gathering, filming, writing and presenting news on air. WSAV Radio-Television, Savannah, Georgia.

TELEVISION

Situations Wanted—Management

Television sales manager with plenty of successful experience on management level at top station in major market wants general management responsibility, with preference for an incentive deal. Can consider part ownership. Write Box 349H, BROADCASTING.

Sales manager—10 years experience with 3 major broadcasters in radio-television sales capacities as top man in top 10 market. Solid, hard-working, sober family man whose main interest now is obtaining sales results for stable operation. Box 364H, BROADCASTING.

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Box 410H, BROADCASTING.

Sales

Local tv salesmanager in top ten seven years one station desires position as general or national salesmanager with progressive station or chain. Must have opportunity for advancement. Present employers know of my plans. Available for personal interview. Box 265H, BROADCASTING.

Announcers

First phone: UCLA graduate, radio-tv division, schooled in studio operation; audio, camera work etc. Age 27. Tom Mason, 1657 Neptune, Wilmington, California.

Situations Wanted—(Cont'd)

Technical

Young man, single . . . 32. Solid background in electronics. 1st class ticket. Experience tv service and studio technician. Desires position. PO 7-5530, TW 1-7774 (NYC), or Box 405H, BROADCASTING.

Production—Programming, Others

News director educated here and abroad experience. Outstanding ability and presentation. Box 261H, BROADCASTING.

Available. Chief photographer good market middle west station. 16mm silent/sound. news public service, commercials processing, direction. News reporting and air experience. International background. Extensive European knowledge. No family. Will travel. Not clockwatcher. Box 309H. BROADCASTING.

Imaginative yet practical producer-director. Currently employed station production manager. 8 Years experience all phases tv. Family man, 33, seeking positive thinking community with good schools and cultural facilities. Box 350H, BROADCASTING.

Programming-promotion-production. Creative approach for the broadcaster who takes his business ($) seriously. Nine years of handling station and agency assignments. Young. Capable. New York and out-of-town credits. Box 388H, BROADCASTING.

News is my field and has been for seven years. Unbeaten tv news personality in Michigan's second market seeks responsibility as news director. Familiar with all phases of tv news operation. Box 399H, BROADCASTING.

Available . . . experienced television newsman wants opportunity to direct tv news department. Thoroughly grounded in all requirements, film, lab, reporting and newscasting. Will manage with or without air work. Box 400H, BROADCASTING.

FOR SALE

Equipment

RCA BTA-1MX 1000 watt am transmitter. Excellent condition, appearance and performance. 5 years old. Six 833-A, other tubes. Box 294H, BROADCASTING.

Tower—excellent condition—1120 feet high less antenna-50 pound design, elevator, now standing may be inspected. Available in about 12 months. Box 337H, BROADCASTING.

Mobile studio, all aluminum 14 feet 7 inches long. Custom built like a radio. Call Jim Massey, Mgr. WCKI, Greer, South Carolina. Telephone Trinity 7-4451 if interested. Completely equipped with two turntables, console, p.a. system, couch, etc. Picture on request. Cost $1700.00. Will take $1000.00 cash. You will have to deliver.

Gates M5144A RF amplifier for remote reading of frequency and modulation monitors. Like new. Also 150-foot Stainless guyed tower. WSTU, Stuart, Florida.

One used R. E. L., Inc. 10,000 watt fm broadcast transmitter complete with 1,000 watt driver and interconnecting wiring. Transmitter type No. 518-DL, including R. E. L. type 600 frequency modulation monitor. Immediate delivery. Capital Broadcasting Company, Inc., Virgil Duncan, Chief Engineer, 2619 Western Boulevard, Raleigh, N. C., Telephone 828-2511.

Am, fm, tv equipment including monitors. 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrinding, repair, etc., BC-604 crystals and Conelrad. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 31, Temple, Texas.

For Sale—(Cont'd)

Equipment

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, Calif.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 905 Palmer Ave., Mamaroneck, N. Y. OW 8-0258.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Equipment

Wanted: One Altec Limiter. Box 194H, BROADCASTING.

Used equipment for 250 watt remote control operation. Need everything. Quote price and terms. Box 277H, BROADCASTING.

Wanted 10 and 50 kw am-transmitters—250 foot towers. Box 391H, BROADCASTING.

Wanted: One modulation transformer, suitable for RCA BTA-1M or MX type transmitter. WCTA, Andalusia, Alabama.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N. Y.

Wanted: Ampex 300's. Need 2, cash or will trade 351's. Contact Bill Meeks, Pams, 3123 Knox, Dallas or call LA 6-7721 immediately.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) _____

☐ TF (until forbid)

RATES

☐ Situations Wanted—20¢ per word—$2.00 minimum (Payment in advance)

☐ Help Wanted—25¢ per word—$2.00 minimum

☐ Display ads $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ All other classifications 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED
- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

SITUATIONS WANTED
- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

FOR SALE
- ☐ equipment

WANTED TO BUY
- ☐ stations
- ☐ equipment

ADDITIONAL CATEGORIES
- ☐ Instructions
- ☐ Business Opportunity
- ☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

WANTED TO BUY

Stations

Recently sold interest in small competitive market. Looking at radio facility in large western market. Seeking one or two investors. Box 345H, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required Enrolling now for classes starting October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

FCC License in six weeks or less. Instruction covers additional material of new FCC examinations. No increase in tuition. License guaranteed for tuition of $300.00. No charge for extra time if needed. Next classes October 30 and January 8. Pathfinder, 5504 Hollywood Boulevard, Hollywood, California.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Paying $1,000.00 yearly for 15 minutes daily. Pay in advance monthly. Christian overseas news. Reply only if you program minimum two hours daily religion. Gospel Broadcasters, 5610 Camellia Avenue, North Hollywood, California.

"Deejay Manual," a complete gagfile containing adlibs, bits, gimmix, letters, patter . . . $5.00; Show-Biz Comedy Service, 65 Parkway Court, Brooklyn 35, N. Y.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Disc Jockeys! Personalized intros and "teasers." Most unusual female voice. For sample and details, Alma, 835 N.W. 170 Terrace, N. Miami, Florida.

First aid to ailing announcers! Chicago radio syndicate script service for 5000 watters or less. New jokes! Fresh program material! Low cost! Protected area! For free sample Write "The Weekly Prompter," Radio Division, 4151 W. Lake Ave., Glenview, Illinois.

Class four increase, frequency search, new am facility. Check our equitable rates. Box 406H, BROADCASTING.

BUSINESS OPPORTUNITY

Rapidly—growing broadcast news agency seeks $5,000-$10,000 investment for expansion and development. A New York corporation, we have experienced, responsible people heading our operation. Write immediately to Box 402H, BROADCASTING.

RADIO

Help Wanted—Management

RADIO

HELP WANTED MANAGEMENT

General Manager for No. 1 rated station in Wilmington, Del., WAMS. Sales background and impressive sales record essential plus thorough knowledge of station operations. Excellent opportunity for good money in this group owned station. Send complete resume, sales record, expected earnings and recent photo to: Albert R. Lanphear, Vice President, Rollins Broadcasting, Inc., 414 French St., Wilmington, Del.

Sales

CAREER OPPORTUNITY

In national radio sales. Old respected firm is expanding representation in field. Need executive type men with radio station sales and management experience for Mid-west, South-west, and New England areas. Must be free to travel extensively. Rewarding work contacting top station executives. Top salary, bonus, and all expenses. Send resume, full particulars, and photograph with first letter to:

Box 274H, BROADCASTING

Situations Wanted—Announcers

Successful top ten market DJ and TV. Top five market newsman, program director. Play-by-play available.

Box 353H, BROADCASTING

Situations Wanted—(Cont'd)

Production—Programming, Others

MODERN RADIO

PROGRAM DIRECTOR — DEEJAY

FIRST PHONE

8 years experience in depth. Top ratings, references. Can and will do *everything* to make or keep you #1. Great organizer. West, Southwest, Gulf, Florida preferred. Presently employed network O&O, want job with challenge. Family man. $650 monthly minimum, more in 6 months, if successful. Get the full story but hurry. Wire, write:

Box 395H, BROADCASTING

MISCELLANEOUS

Moving?

Send for Booklet

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation. Chuck Swann, Burnham Van Service, 1634 Second Avenue, Columbus, Georgia.

EMPLOYMENT SERVICE

JOB HUNTING?

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW

WALKER EMPLOYMENT SERVICE

Jimmy Valentine
83 So. 7th St.
Broadcast Division
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FOR SALE—EQUIPMENT

RADIO REMOTE CONTROL SYSTEM

Model RRC-10
FOR FM AND AM TRANSMITTERS

Eliminate costly wire line charges. Own your own system. 950 mc PROGRAM STL AVAILABLE SEPARATELY. Attractive leasing plan.

MOSELEY ASSOCIATES
4416 Hollister Avenue, P. O. Box 3192
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I KNOW WHAT I'M DOING

If you want a program director that can remedy an ailing rating structure or maintain and build on to a healthy rating, look no further. Impressive background in several of the top 20 markets familiar with and capable of programming of all types. Extremely well versed on top 40 operation. Promotional minded and detail conscious. Will consider any offer, but expressly interested in top 50 markets.

Box 407H, BROADCASTING

FOR SALE

Stations

MIDWEST

Daytime station in top 25 markets priced below owners cost two years ago. Excellent terms.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843
Bob Flynn Myles Johns

1000 watt daytimer, network, single market station. On the air six years under one owner who wants to retire. Station in a fast growing N.W. market. You can't lose. $20,000 will handle.
Box 370H, BROADCASTING

PACIFIC NORTHWEST REGIONAL

Non-competitive single market fulltimer located in beautiful coastal area. Good gross and earnings history. Non-active owner advised to sell for health reasons. Extremely well equipped. Good real estate included in total price of $100,000 on excellent terms.

Box 209H, BROADCASTING

FOR SALE:

Midwest daytime station. Can be purchased for cash or low down payment with extended monthly payments. Station located in a single market and with all new equipment. Contact Box 312H, BROADCASTING.

Florida fulltime kw. . . . Good opportunity owner-operator. . . . $100,000.00, 29% down with long term pay out. No brokers.

Box 338H,
BROADCASTING

MAJOR MARKET

Fulltimer, Number 1 in all surveys. Grossing over $500,000 per year. Above average earnings record. Good terms.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843
Bob Flynn Myles Johns

For Sale—(Cont'd)

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
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FLORIDA

Fabulous East Coast fulltimer located in one of America's fastest growing areas. All competition daytimers except one other station. Sensibly priced. Excellent terms.

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Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843
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SW	small	VHF-TV	$150M	terms
Calif.	single	fulltime	137M	29%
Fla.	single	daytimer	165M	20dn
Ga.	single	daytimer	45M	25dn
Ind.	single	daytimer	125M	terms
Gulf	metro	daytimer	116M	29%
South	major	fulltime	400M	100dn
West	Top 30 power		300M	cash

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

First time offered! L.A. single $26,950—L.A. major $100,000—West Coast regional $100,000. About 40 others $35,000 to $865,000, also 7 TV stations. Have *all cash* buyer for up to seven major market money makers properly priced.

PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

NORTH WEST CENTRAL. Daytimer. Fine profit. Absentee owned and can continue so. Asking $100,000. 29% down.

CALIFORNIA. Exclusive. Full time. Asking $110,000. Terms.

ROCKY MOUNTAIN. Exclusive. College town. Doing $70,000. Asking $75,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif HO. 4-7279

Continued from page 107

and changes in ant. and ground systems; Conditions re remote-control.

WTWN St. Johnsbury, Vt.—Granted license covering installation of old main trans. as alternate main trans. nighttime and auxiliary trans. daytime.

■ Granted licenses covering installation of new trans. for following am stations: WWCO Waterbury, Conn., and KBYG Big Spring, Tex.

K83AH Roseburg, Ore.—Granted cp to change type trans., trans. ant., and make changes in ant. system of uhf tv translator station.

KXO, Feldman Enterprises Inc., El Centro, Calif.—Granted mod. of license to change name to Radio Active Inc.

KONO-TV San Antonio, Tex.—Granted cp to change trans. location to near Elmendorf, Tex., change type trans. and ant., make changes in equipment and change ant. height to 1480 ft.

KLZ Denver, Colo.—Granted cp to install new auxiliary trans.

WITI-TV Milwaukee, Wis.—Granted mod. of cp to change overall height above ground from 1,074 ft. to 1,078 ft.; conditions.

■ Granted mod. of cps of following am stations to change type trans.: WGRV Greeneville, Tenn.; WKOZ Kusciusko, Miss.; KLZ Denver, Colo.; condition.

La Plata Electric Assn. Inc., La Plata, Colo.—Granted cp for new uhf tv translator station on ch. 79 to translate programs of KGGM-TV ch. 13 Albuquerque, N. M.

WCBS New York, N. Y.—Granted extension of completion date to March 1, 1962, without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and without prejudice to such action as commission may deem warranted as result of its final determination with respect to (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

WJOE Ward Ridge, Fla.; Sarasota-Charlotte Bcstg. Corp., Englewood, Fla.—Designated for consolidated bearing application to change facilities of WJOE from 1570 kc 250 w, D to 1530 kc, 1 kw, D and Sarasota-Charlotte for new am station to operate on 1530 kc, 1 kw, D.

WKAR-AM-FM East Lansing, Mich.—Granted authority to remain silent on Nov. 23, Dec. 25, and Jan. 1, 1962.

WTRC-FM Elkhart, Ind.—Granted extension of authority to remain silent for additional 30 days.

■ Following stations were granted extensions of completion dates as shown: WFMH Cullman, Ala., to Nov. 30; WDCX (FM) Buffalo, N. Y., to April 1, 1962; KOQT Bellingham, Wash., to Nov. 30; KCRA-FM Sacramento, Calif., to April 1, 1962; WORA Mayaguez, P. R., to Nov. 1; KGB-FM San Diego, Calif., to Dec. 30; KLVL-FM Pasadena, Tex., to Jan. 18, 1962; WWVA-FM Wheeling, W. Va., to Dec. 30.

Actions of Sept. 26

Alva Tv Club, Alva, Wyo.—Granted cp for new vhf tv translator station on ch 12 to translate programs of KOTA-TV ch 3 Rapid City, S. D.

License renewals

■ Commission granted renewal of license of following stations: WCAR Detroit, Mich.; WEXL Royal Oak, Mich.; WTVN-TV Columbus, Ohio; WWJ-FM, WWJ-TV Detroit, Mich.; WTIL Mayaguez, P. R.; WCKY Cincinnati, Ohio; WCPO-AM-FM-TV Cincinnati, Ohio; WERE-AM-FM Cleveland, Ohio; WTOD Toledo, Ohio; WJR-FM Detroit, Mich.; WJIM-TV Lansing, Mich.; WJLB Detroit, Mich.; WSAI-FM Cincinnati, Ohio. Action Sept. 27.

WHK-FM Cleveland, Ohio—Granted renewal of license and SCA; without prejudice to whatever action, if any, commission may deem warranted as result of any final determination reached by commission in connection with matter of WORZ Inc. and Mid-Florida Tv Corp. Chrmn. Minow dissented. Action Sept. 27.

Short-term renewal

■ Commission renewed license of Allentown Bcstg. Corp. for WHOL Allentown, Pa., for one year. Comrs. Hyde and Craven voted for regular three-year renewal. Action Oct. 4.

FOR THAT "LIVE" LOOK, TAPE IT...

on SCOTCH® BRAND Live-Action Video Tape!

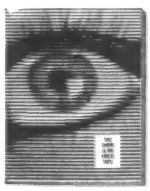
"Real-life" *presence* is the new TV look achieved by today's commercials using "SCOTCH" BRAND Video Tape. Until now, the home-viewer's picture has been an ingenious compromise—an optical medium shown on an electronic screen.

Not so with tape! "SCOTCH" BRAND Video Tape offers complete compatibility of picture source and picture—both electronic—with a greatly expanded gray scale for gradual transitions from absolute black to absolute white. In addition, tape eliminates jitter, provides excellent sound quality and an "unlimited" number of special effects. It all adds up to cleaner, crisper originals of unsurpassed quality . . . with exceptional Video Tape duplicates and kines from master tapes.

"SCOTCH" is a registered trademark of 3M Company. © 1961, 3M Co.

Tape has many advantages—for advertiser, agency, producer. Playback is immediate, serious goofs can be remedied at once by retakes. Special effects are made instantaneously . . . no lab work and waiting. Costs are competitive, savings gratifying.

Tape is easy to work with, no mystery . . . talented specialists are available to help you. *Prove it to yourself!* Send your next TV storyboard to your local tape producer for an estimate that will surprise you —at no cost or obligation.



Write for the new brochure, "The Show is on Video Tape"—a case history of six commercial tapings. Enclose 25¢ to: 3M Co., Box 3500, St Paul 6, Minn.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

OUR RESPECTS to Thaddeus Martin Sandstrom, WIBW-AM-TV Topeka, Kan.

He feels broadcasters must aggressively accentuate the positive

If a native son is supposed to find it hard to win honor in his own country, someone forgot to tell Thad Sandstrom, general manager of the Stauffer Publications stations, WIBW-AM-TV Topeka, Kan. His business and professional leadership is acknowledged nationally, as it long has been on the local scene.

Born Oct. 11, 1925, in Kansas City, Kan., he got his start in radio in that state while still in high school and he has been at it ever since. Through the years he has participated in various state, civic and professional affairs and now is serving his second term as president of the Kansas Assn. of Radio Broadcasters.

This last Friday (Oct. 6) Mr. Sandstrom was in Washington as one of 16 industry spokesmen for the NAB at a special conference with the FCC on proposed changes in program and logging forms. WIBW-TV was one of three tv stations conducting a one-week test of the proposed new regulations.

Service Makes Sense ▪ Mr. Sandstrom is a strong believer in the basic principles of free broadcasting and voluntary compliance with codes of ethics and good taste. He has been behind strong and concerted drives in his state to sign all broadcasters to the radio and tv codes of the NAB.

He frequently gives his "basic talk" —that broadcasting must remain free if it is to help America fight its way out of today's world problems—to the people in the places where it counts most, including the Kansas congressional delegation.

But he never neglects to point up the responsibilities that go hand in hand with such freedom. Mr. Sandstrom is emphatic on the point that stations must do more than just play records. Broadcasters must inform and safeguard, as well as sell and entertain, he believes, and they have a "basic obligation" to help promote the important events of their own communities. Diversity of programming and features to meet all the varied needs of the local listeners are likewise essential, he feels.

Setting The Example ▪ This is why the WIBW stations keep their agricultural staffs and mobile news crews active, in addition to offering a variety of other entertainment and informational programs, both network and local, he explains. And this is why they have invested considerable effort and money to promote and cover such special events as the Kansas Centennial Celebration and the World Food Fair. And this is why WIBW staffers are active in community affairs, too.

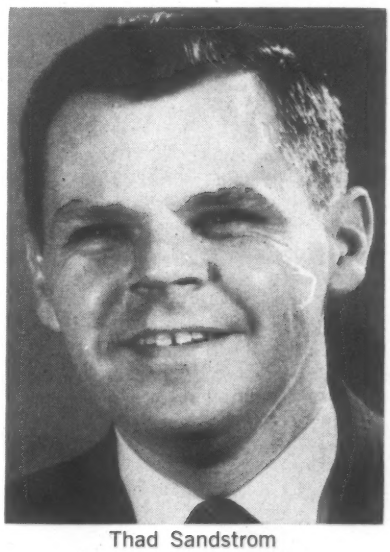
A radio pioneer, WIBW is an affiliate of CBS Radio and operates on 580 kc with 5 kw, directional night. WIBW-TV, full power on ch. 13, is basic CBS but also carries ABC and NBC.

"Like most of our fellow broadcasters, we want to run so fine a radio or tv station that no one would ever question our right to hold a license," Mr. Sandstrom says. He doesn't think the "respectable broadcaster" today really has much to worry about, but he does believe broadcasters must aggressively and positively tell their side of the story.

Nor is this the time for "containment of creativity," Mr. Sandstrom feels. He marvels that only in the U. S., where broadcasting has been generally free of censorship, could the average citizen watch and listen as an astronaut describes his experience of space flight.

Fight For Freedom ▪ It is to preserve such freedom that the Kansas broadcasters' group under his leadership has instituted award programs for public service and editorializing. The association also has been vigilant in its efforts to win free access to the courts and other public hearings. Earlier this year, FCC Chairman Newton N. Minow commended Mr. Sandstrom and the KARB for the association's six point check-list project to assist member stations in fulfilling every detail of their obligation to serve the public interest.

In his youth, Thad Sandstrom was like most young men. He delivered papers, worked for the grocer and did all the odd jobs young men do to earn their spending money. In his senior year at public high school he learned about radio through a course conducted with KCKN Kansas City. For him it became a part-time job.



Thad Sandstrom
Eliminate the negative

In the summer of 1944, after a year at Washburn U. in Topeka, he got a vacation job at KSAL Salina, Kan., that stretched out for 18 months and "covered almost everything" from announcing to selling. But at the encouragement of the late Bob Laubengayer, then owner of KSAL, Mr. Sandstrom returned to Washburn.

During college, in 1946, he worked parttime for the Stauffer-owned KTSJ (FM) Topeka, an early fm venture later dropped but which resumes as WIBW-FM later this month. He also worked for KTOP Topeka for a time.

After he earned his B.A. from Washburn in 1948, Mr. Sandstrom was sent to KSEK Pittsburg, Kan., another Stauffer property, and he became manager of KSEK in October 1949. There he recalls "doing about everything a small station operator does—announcing, play-by-play sports, news, selling and keeping books."

Profit, Too ▪ Given a free hand at KSEK, he quickly learned all of the basics of community service and successful operation, he remembers, "including the need for profit." In 1953 he served as president of the Pittsburg Chamber of Commerce.

In early 1957, after the Stauffer group acquired the WIBW properties, Mr. Sandstrom was assigned to manage them. His first big challenge was getting WIBW-TV "into the black."

But Mr. Sandstrom has had lots of understanding help on the domestic front as he faced his new assignments. In 1954 he married Milda Ruth Jackson, the copper-haired Oklahoma girl who worked at KSEK during his managership there. Together they have become familiar faces at many broadcaster gatherings.

Mr. Sandstrom has continued his active participation in community affairs in Topeka too. Currently he is on the board of the Topeka Chamber of Commerce, the United Fund and the YMCA. Nationally he is also on the Catv Committee of the NAB and is a member of the Television, Radio & Film Commission of the Methodist Church.

His hobby: refinishing the antique furniture Mrs. Sandstrom picks out during their many trips.

Vision on supervision

THE testimony of major television advertisers at the FCC hearings in New York during the past two weeks was the best recent argument we have heard for the introduction in television of the publishing principle that separates editorial and advertising control.

With one or two exceptions the advertising chiefs asserted authority over programs they sponsor. Full sponsorship of a show identifies the sponsor with responsibility for the show, most of the witnesses agreed. If a sponsored program pleases, the sponsor earns the audience's gratitude. If the program displeases, the sponsor gets the blame.

The same accountability does not apply to programs in which several advertisers participate, according to the majority of witnesses. The public seems to understand that programs of that kind are vehicles carrying advertising and not an advertiser's property to be managed as he likes.

No one quoted research to confirm the supposition that the public can draw so fine a distinction between sponsored and participating programs, but the mere fact that the supposition is believed by so many leading advertisers is in itself important. It is their justification for exercising tight editorial control to prevent their sponsored programs from antagonizing any viewer who might be a prospective customer. The system of sponsor surveillance over sponsored shows has produced several billion dollars worth of light entertainment that has performed the useful service of amusing a large majority of the American people. But the system is unlikely to do much more than that.

There are advertisers, like Bell & Howell, that have given the broadcaster wide latitude in the choice of themes and creation of programs, but they are a minority too small to have a general effect on tv. In the main, experiments with novel program forms and daring themes will come only from broadcasters and only if broadcasters reclaim total editorial supervision of their shows.

The answer: a new law

AFTER long, sober contemplation of the shocking way in which all broadcasting is being intimidated, we suggest that the only salvation against the creeping paralysis of government control of programming lies in the writing of a new communications law by Congress. It should spell out in unmistakable language the applicability to radio and television of the First Amendment which forbids government interference with free speech and a free press.

This is the only hope if broadcasting's freedom is not to be nibbled away completely. What has happened so far has happened largely by default because no licensee has had the clear-cut test case or the stomach to put his license on the line.

A strong case can be made for new legislation. The present law applicable to radio and television actually was written 34 years ago. The 1927 Radio Act became Title 3 of the Communications Act of 1934.

In those intervening years, the original Radio Act of 1927 has been interpreted, reinterpreted, spliced, revised and re-revised. It has been implemented by rules and regulations sufficient to overload a ten-ton truck. There have been court decisions by the hundreds. There are patches-on-patches. There are conflicts and contradictions. Almost anything can be proved it one digs enough.

But through it all the First Amendment, until now, has been the rock that has defied challenge.

Now the FCC majority no longer regards the First Amendment as inviolate. Kenneth A. Cox, chief of the FCC's Broadcast Bureau, an able lawyer, former counsel of the Senate Commerce Committee, is authority for this remarkable conclusion. He told the Federal Communcations Bar Assn. that: "If you want to file 'First Amendment' arguments, they will be read . . . and summarized . . . and ignored." (BROADCASTING, Oct. 2). He said that the FCC wants information on program logging proposals, now in the rule-making process, not "rhetoric" about censorship. This, in his mind, was settled last year when the FCC issued its report on programming jurisdiction.

Mr. Cox's views can be regarded as representing those of FCC Chairman Minow. It was Mr. Minow who persuaded Mr. Cox to accept the Broadcast Bureau post.

It becomes clear that the scholarly coments filed by stations, networks and the NAB in the broadcast application form rulemaking mean very little. The FCC may soften the blow on logging requirements to appease smaller stations (as was probably its intention anyway) but it won't give on "program guidelines" wherein it imposes its tastes and predilections upon broadcasters and thereby invokes censorship as effectively as if were done by decree.

How can Congress be made aware of the need for a new communications law? We suggest it be done through the NAB by a task force of lawyers representing all segments of broadcasting—the same lawyers who during the past fortnight have been filing learned comments with the FCC.

These lawyers, representing groups of stations and networks, should draft their idea of a model statute. The cornerstone must be the First Amendment. All else flows from this mandate of the Founding Fathers.

Let the bill give the commissioners the status of judges with lifetime appointments and salaries sufficient to entice able men. Have the statute provide for licenses in perpetuity subject to revocation for violation of the criminal statutes with abuses to be made specific crimes.

If the task is handled properly the result should be a new, clean, clear law—a cohesive, intelligent declaration of national policy relating to communications. To those who may argue that the "climate" in Congress is bad, we say that if the case for free broadcasting is properly presented, Congress will enact reasonable law. It won't repeal the First Amendment.

There is no more urgent or important assignment for the NAB. Its reason for being is to protect the sanctity of free broadcasting under the First Amendment.

Drawn for BROADCASTING by Sid Hix

"Do you want to know what I'm actually watching, or what I'd rather be watching?"

Today... as for the last 33 years...

RADIO 50,000 WATTS **KSTP** **TELEVISION** CHANNEL 5

MINNEAPOLIS • ST. PAUL *Basic NBC Affiliate*

KOB AM-TV
Albuquerque, New Mexico

W-GTO AM
Cypress Gardens, Florida

Edward Petry & Company, Inc., National Representatives